



Promotional Marketing Calendar

For help with your 2026 marketing plans, simply fill out and return the attached form. We'll update your website banner with the provided assets below. If you need different dates, please indicate them on the form. For further assistance with additional coordinated assets or custom marketing events, please reach out to our content team at content@rencomgroup.com.

Contact Name

Store Name

Website URL

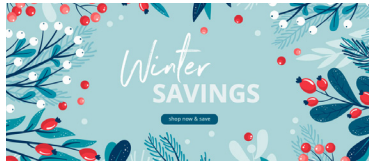
Email

Phone

*All end dates are EOD (End of Day)

January

Winter Savings



Start: 1/2/26 • End: 1/31/26

Alt. Start/End Date

February

President's Day



Start: 2/1/26 • End: 2/16/26

Alt. Start/End Date

Countdown to Savings



Start: 2/17/26 • End: 2/28/26

Alt. Start/End Date

March

Slam Dunk Savings



Start: 3/1/26 • End: 3/17/26

Alt. Start/End Date

Tax Season Clearance



Start: 3/18/26 • End: 4/15/26

Alt. Start/End Date

April

Spring Sale

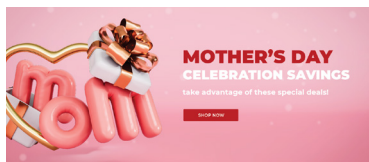


Start: 4/16/26 • End: 4/26/26

Alt. Start/End Date

May

Mother's Day Sale



Start: 4/27/26 • End: 5/10/26

Alt. Start/End Date

Memorial Day Sale

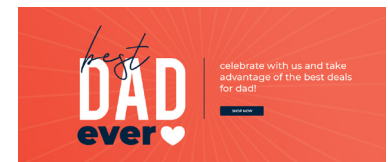


Start: 5/11/26 • End: 5/26/26

Alt. Start/End Date

June

Father's Day



Start: 5/26/26 • End: 6/21/26

Alt. Start/End Date



Promotional Marketing Calendar

July

4th of July



Start: 6/22/26 • End: 7/5/26

Alt. Start/End Date

Summer Savings Sale



Start: 7/6/26 • End: 8/2/26

Alt. Start/End Date

August

Back to School Sale



Start: 8/3/26 • End: 8/30/26

Alt. Start/End Date

September

Labor Day Sale



Start: 8/31/26 • End: 9/7/26

Alt. Start/End Date

October

Fall Into Savings



Start: 9/8/26 • End: 10/31/26

Alt. Start/End Date

November

Thanksgiving Celebration



Start: 11/1/26 • End: 11/25/26

Alt. Start/End Date

Black Friday



Start: 11/26/26 • End: 11/30/26

Alt. Start/End Date

December

Holiday Sale



Start: 12/1/26 • End: 12/25/26

Alt. Start/End Date

Year End Clearance



Start: 12/26/26 • End: 1/6/27

Alt. Start/End Date