

The Signature Collection 2026 Campaign Calendar

Campaign Theme: **New Products**

Dates: January 23 – April 3

Submission Deadline: February 13

Target Customer Profile: Anyone and everyone looking for fresh promo inspiration



Description: What better way to kick off the new year than with new products? We're ready to show off the shiny new promo pieces that will set the tone for the year. Whether it's new and original products or the addition of new brands to the promo market, it's out with the old and in with the new.

Campaign Theme: **PGA Pros**

Dates: February 27 – May 15

Submission Deadline: March 13

Target Customer Profile: Golf Clubs and Courses, Golf pros and enthusiasts



Description: Meet us out on the links, we've got everything you could need from the perfect golf outfits to professional-grade golf balls. Take your game or your next big golf event to the next level with branded golf tools, uniforms, and more!

Campaign Theme: **Earth Day Every Day**

Dates: April 3 – June 12

Submission Deadline: April 10

Target Customer Profile: Non-profits, parks, give back corporate programs, and eco-conscious consumers



Description: From organized park clean-ups to year-round give-back programs, there are lots of ways to make a positive impact on the planet. This collection of eco products will inspire action and embody the Earth Day spirit every day. Focusing on eco-friendly materials, traceability, and give-back components for the earth.

Campaign Theme: **Self-Care Summer**

Dates: May 15 – August 7

Submission Deadline: June 5

Target Customer Profile: Spas, Fitness facilities, Hotels, Wellness-oriented consumers



Description: Health and beauty is a continuously growing part of promo as we continue to see a cultural shift placing higher importance on personal wellness. With the booming fitness industry at all levels and people want to feel good and look good! This campaign's focus will be on the spaces that help people put their self-care first. With an array of soft and hard goods: beauty/toiletry sets, custom bags, robes, towels, and staff uniforms.

Campaign Theme: **Tailgate Heroes**

Dates: June 12 – September 11

Submission Deadline: July 3

Target Customer Profile: High schools, Colleges, Sports teams, Stadiums



Description: Sports fans rejoice, your favorite time of year is upon us! It doesn't matter the sport, we've got you covered to show your team some love. Football, baseball, basketball, and more find team gear, coolers, tents, fan towels, and more to show off your team pride have a good time doing it.

Campaign Theme: **Holiday Gift Guide**

Dates: August 14 – October 23

Submission Deadline: September 4

Target Customer Profile: Corporate gifting, team gifting, client gifting.



Description: The Holiday Gift Guide is a tenured campaign, thanks to its popularity among partners. The guide consists of a variety of products, both hard and soft goods, with a wide range in price and styles. These will be products that are high Inventory and are expected to stay high in Inventory throughout Q4. This will be the main requirement, secondary stylistically will be leaning towards modern products with multiple colorways. Products that can be a standalone gift or a valuable piece in a larger gift arrangement.

Campaign Theme: **Holiday Treat Shop**

Dates: September 12 – November 28

Submission Deadline: September 26

Target Customer Profile: Client gifting, team gifting, self-promo



Description: The holidays just got a whole lot sweeter. Make your gifting experience an experiential one with edible promo, sure to leave a delicious impression. Sweet? Savory? Why not both? After all, the fastest way to someone's heart is through their stomach!

Campaign Theme: Tradeshows

Dates: October 23 – January 2026

Submission Deadline: November 6

Target Customer Profile: B2B companies, self-promo



Description: Everything your business needs to make a splash at any tradeshow. Draw attention and keep it with unique giveaways and signage. Give your team a leg up on how they connect, showcase, and sell your brand.