

2020 PROMOTIONAL CALENDAR FOR ART MATERIALS RETAILERS

Dates and observances to help you plan your 2020 marketing events thru January 2021!

February

BLACK HISTORY MONTH

- 2 Groundhog Day
- 2 Super Bowl
- 6 Bob Marley's Birthday
- 14 Valentine's Day
- 17 Presidents' Day
- 20 Ansel Adams Birthday
- 25 Mardi Gras

March

AMERICAN RED CROSS MONTH YOUTH ART MONTH CRAFTING MONTH

- 6 Michelangelo's Birthday
- 17 Saint Patrick's Day
- 20 First Day of Spring
- 30 Vincent Van Gogh Birthday
- 30-31 Arts Advocacy Day – Americans for the Arts

April

CELEBRATE DIVERSITY MONTH

- 1 April Fool's Day
- 8 Draw a Bird Day
- 15 Leonardo DaVinci Birthday
- 15 World Art Day
- 22 Earth Day

May

NAT'L MILITARY APPRECIATION MONTH NAT'L PHOTOGRAPHY MONTH

- 4 Star Wars Day
- 5 Cartoonists Day
- 5 Cinco de Mayo
- 4-8 National Teacher Appreciation Week
- 10 Mother's Day
- 18 Victoria Day (Canada)
- 25 Memorial Day

June

NATIONAL CANDY MONTH

- 5 World Environment Day
- 7 Paul Gauguin Birthday
- 21 Father's Day
- 18 National Splurge Day
- 20 First Day of Summer

July

NATIONAL HOT DOG MONTH NATIONAL ICE CREAM MONTH

- 1 Canada Day
- 4 Fourth of July (US)
- 6 Frida Kahlo Birthday
- 14 Bastille Day (France)
- 15 Rembrandt's Birthday

August

BACK TO SCHOOL SEASON

- 1 Spiderman Day
- 6 Andy Warhol Birthday

September

NATIONAL COUPON MONTH

- 7 Labor Day
- 10 NFL Season Starts
- 13-19 National Arts in Education Week
- 13 Grandparent's Day
- 22 First Day of Autumn

October

NATIONAL BOOK MONTH

- 5 World Teachers Day
- 12 Thanksgiving Day (Canada)
- 15 International Artists Day
- 16 Boss's Day
- 25 Pablo Picasso Birthday
- 29 Bob Ross Birthday
- 31 Halloween

November

HOLIDAY SEASON BEGINS PEANUT BUTTER LOVERS MONTH

- 11 Remembrance Day (Canada)
- 11 Veterans Day
- 24 Toulouse-Latrec Birthday
- 26 Thanksgiving Day (US)
- 27 Black Friday
- 28 Small Business Saturday

December

HOLIDAY SHOPPING SEASON

- 10-18 Hanukkah
- 21 First Day of Winter
- 25 Christmas
- 26-Jan.1 Kwanzaa
- 26 Boxing Day (Canada)

January

INTERNATIONAL CREATIVITY MONTH NATIONAL MENTORING MONTH

- 1 New Year's Day
- 2 Science Fiction Day
- 18 Martin Luther King Jr. Day
- 20 Museum Selfie Day
- 26 Australia Day

2021

Grow Revenue with a Well-Planned PROMOTIONAL CALENDAR

Feb. 2020 - Jan. 2021

Every art materials retailer has a marketing/promotional plan for the year. Some of these plans are more formal – and more successful than others – because the managers and staff of those stores take the time to plan and strategize.

Special events and promotions draw attention to your store, create excitement and, when properly developed, boost the bottom line. An orchestrated promotion can have a significant impact on product demand and sales.

On the next page is a month-by-month list of potential promotion events NAMTA has compiled for you.

Discuss these opportunities with your staff and don't forget to add local events to this list. Think about demos and classes that could tie in. Speak with your reps and suppliers.

By planning several of these exciting events each year, you're giving customers a reason to return to the store on a regular basis.

Here are a few things to keep in mind while growing your revenue this year:

- »» Choose a promotion that fits your target audience and goals.
- »» Maintain a calendar of all planned and actual promotional events.
- »» Don't forget to add local community events.
- »» Think about whether you need to purchase extra inventory for special events.
- »» Try to schedule events far enough in advance to create an effective promotion.
- »» Create a folder for each event to maintain records and review the final results.
- »» Think about using Instagram to publicize your promotions.

