



Promotional Marketing Calendar

For help with your 2025 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 Clearance



Start: 1/2/25 • End: 1/31/25

Alt. Start/End Date

February

President's Day



Start: 2/1/25 • End: 2/17/25

Alt. Start/End Date

Pre-Tax Sale



Start: 2/18/25 • End: 2/28/25

Alt. Start/End Date

March

March Mania



Start: 3/1/25 • End: 3/18/25

Alt. Start/End Date

Tax Season Sale



Start: 3/19/25 • End: 4/21/25

Alt. Start/End Date

April

Spring Sale



Start: 4/22/25 • End: 4/30/25

Alt. Start/End Date

May

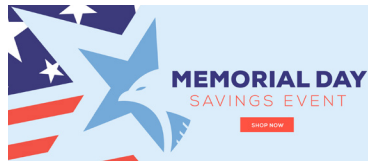
Mother's Day Sale



Start: 5/1/25 • End: 5/14/25

Alt. Start/End Date

Memorial Day Sale



Start: 5/15/25 • End: 5/30/25

Alt. Start/End Date

June

Father's Day



Start: 6/1/25 • End: 6/17/25

Alt. Start/End Date



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July

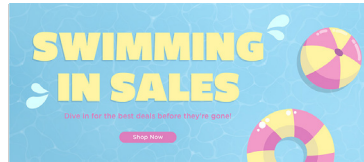
4th of July



Start: 6/18/25 • End: 7/7/25

Alt. Start/End Date

Summer Sale



Start: 7/8/25 • End: 8/3/25

Alt. Start/End Date

August

Back to School



Start: 8/4/25 • End: 8/24/25

Alt. Start/End Date

September

Labor Day Sale



Start: 8/25/25 • End: 9/15/25

Alt. Start/End Date

October

Fall Sale



Start: 9/16/25 • End: 10/31/25

Alt. Start/End Date

November

Thanksgiving



Start: 11/1/25 • End: 11/20/25

Alt. Start/End Date

Black Friday



Start: 11/21/25 • End: 11/30/25

Alt. Start/End Date

December

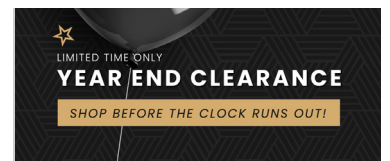
Holiday Sale



Start: 12/1/25 • End: 12/25/25

Alt. Start/End Date

Year End Clearance



Start: 12/26/25 • End: 1/6/26

Alt. Start/End Date