

The Signature Collection 2025 Campaign Calendar

Campaign Theme: **New Products**

Dates: January 31 – April 4

Submission Deadline: February 14

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: **Can We Brand It?**

Dates: March 7 – May 9

Submission Deadline: March 21

Target Customer Profile: Marketing specialists, event coordinators, end consumers



Description: More and more we are seeing out-of-the-box promo products, things that may not even be known as brandable products to the average person. This campaign will focus on truly unique promotional products that will make your clients ask what can't we brand!? From camping gear and pizza ovens to life-size pong, this campaign is meant to capture the spirit of the promotional products industry. If you can imagine it, we can help you bring that vision into reality as viable tangible marketing collateral for your brand.

Campaign Theme: **Get Outdoors**

Dates: April 4 – June 20

Submission Deadline: April 25

Target Customer Profile: Golf courses and clubs, State parks, Camping organizations, Outdoor recreational clubs (tennis, basketball, pickleball etc.)



Description: If it's an outdoor activity, we've got it covered with the perfect sports attire that will make you feel and look the part of a pro on the courses, courts, trails, and anywhere else the outdoors takes you. But what's an outfit without the gear to go with it? Multi-tools, accessories, sporting equipment, and of course merch that speaks to these passions. This mix of hard and soft goods will inspire people to get outside.

Campaign Theme: **Plugged In**

Dates: May 9 – August 8

Submission Deadline: May 23

Target Customer Profile: Self-promo, corporate gifting, client gifting



Description: Tech is a part of everyone's life; it's seamlessly interwoven into our every day and makes our lives more convenient. Forget to charge your phone the night before? Portable charger. Oh no, your coffee is already cold? Temperature-controlled tumbler. Chronically looking for your keys? Tracking tile for your keychain. The wonder of modern technology goes on and on, and this campaign captures the ease that it brings by plugging in.

Campaign Theme: Brand the Brands

Dates: June 20 – September 12

Submission Deadline: July 3

Target Customer Profile: Corporations, small businesses, distributorships (self-promo), end consumers.



Description: This evergreen campaign will be a solid fall staple and serve to transition us from summer into holiday prep territory. Brand the Brands is all about the more luxurious side of promo, touting the ability to take your favorite retail brand, the recognition of their logo, and putting your own right next to it. Retail brands are always well received as part of corporate gifting, which will serve as the perfect segue to our Q4 Holiday Gift Guide. Snag your clients a name-brand piece personalized for them or splurge on yourself this fall with your favorite brands for some well-deserved self-promo.

Campaign Theme: Holiday Gift Guide

Dates: August 8 – October 24

Submission Deadline: August 22

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: Home for the Holidays

Dates: September 12 – November 28

Submission Deadline: September 26

Target Customer Profile: Client gifting, team gifting, small boutiques and brands



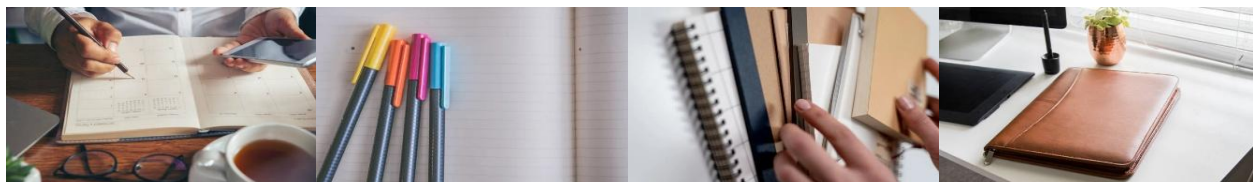
Description: A little self-care goes a long way during the jolliest (and most stressful) season of the year. Settle in, trade your shoes for comfy socks, and swap out the winter coat for cozy blankets because we're staying in for the holidays. Nothing says happy holidays quite like little gifts of comfort that anyone can indulge in during their time at home.

Campaign Theme: Organizational Tools

Dates: October 24 – End of Year

Submission Deadline: November 7

Target Customer Profile: HR professionals, office administrators, and executive assistants.



Description: The key to planning ahead to meet your yearly goals is to have the right tools in stock at your disposal. Take some of the stress of the year away by stocking up on key tools every business needs. Check the necessities off your list (the pens, the planners, the notebooks) and feel at ease that it's one less thing to worry about. Tackling things like team wear and welcome gifts at the first of the year versus waiting is key to smooth sailing. This campaign will be an amalgamation of the tools that cover all the bases necessary to kick off the new year in the most optimal way up to the organizational level.

2025 Preferred Product Lookbooks

These quarterly lookbooks will be loaded with preferred products and have their own unique themes. The addition of these lookbooks will serve as a valuable visual marketing tool for our distributor partners to share with their clients. These lookbooks are separate from TSC, and the TSC campaigns.

Lookbook Theme: **Eco**

Launch Date: March 14

Submission Deadline: February 14

Description: The next step in corporate responsibility. We've seen the rise of eco, and it doesn't look like it's going anywhere anytime soon. This lookbook provides help in the consumer's journey of discovery in purchasing clean by focusing on products that use eco-certified product sourcing, production processes, and materials.

Lookbook Theme: **Summer Vacation**

Launch Date: May 16

Submission Deadline: April 18

Description: Who wouldn't love some fun and sun this summer? Beach time, summer BBQs, patio parties, and traveling are the hallmarks of summertime fun. Help them put their logo on products that make the summer fun happen.

Lookbook Theme: **Ultimate Tailgate**

Launch Date: July 31

Submission Deadline: July 11

Description: Get your pompoms out and show some team spirit! Help students show school pride or deck fans out for game day. Of course, half of the fun happens before the game. Set yourself up in style with coolers, luxury folding chairs, and tailgating games. Get in the spirit to watch your team get the big win.

Lookbook Theme: Holiday Lookbook**Launch Date:** October 31**Submission Deadline:** October 3

Description: Gifts that instantly create the reaction of “I want that!”. Products that are trendy and easily recognizable with little need for elaboration. We’re channeling the vibe of flipping through a physical catalog and earmarking your favorite goodies.

Lookbook Theme: Yay You! Awards & Recognition**Launch Date:** November 26**Submission Deadline:** October 31

Description: Employee milestones, end-of-the-year award ceremonies, or stocking up for the new year. All that glitters and shines to give recognition to those who most deserve it.