Maisonette

THE 2027 PLANNER

The *Merch* Planner for Marketers

Every date worth branding in 2027, and when to order so you never miss one. Campaign moments, event seasons, gifting windows, and the lead times that make them all possible.

a year of well-timed merch, planned in one sitting

A FREE RESOURCE FROM MAISONETTE MEDIA

How to use this planner

Great merch moments are won 6 to 8 weeks before they happen. The brands that show up with the piece everyone keeps are not more creative than you, they just ordered earlier. For every moment in this planner, find your date, then work backwards using the lead times below.

The only math that matters: lead time

In-stock items, standard logo decoration	**2 to 3 weeks**
Retail brands, the good stuff people keep	**4 to 6 weeks**
Custom patches, special packaging, kitting	**6 to 8 weeks**
Fully custom, made-from-scratch pieces	**10 to 14 weeks**
Anything arriving in Q4	**add 2+ weeks**

THREE HABITS THAT MAKE IT ALL EASIER

1. **Star your five moments.** You do not need merch for every date in here. Pick the five that map to your 2027 goals and put order-by reminders on your calendar today.
2. **Budget merch as media.** A kept item delivers impressions for years. Judge it against your cost per impression, not against the snack budget.
3. **Reorder the winners.** The second run of a piece people loved outperforms a new experiment almost every time. Track what gets worn, used, and stolen from the office.

Q1 Kickoff season

The quarter that sets the tone. Your SKO kit is the first impression your brand makes on its own team this year.

JANUARY

ALL MONTH	**Sales kickoff season.** SKO kits, team fits, stage swag. The year's biggest internal merch moment. *Order in Nov to Dec.*
ALL MONTH	New year, new merch closet. Refresh your evergreen inventory for the year ahead.
ALL MONTH	Winter trade show season opens.

FEBRUARY

FEB 6	**Lunar New Year.** Client and partner gifting moment, Year of the Sheep.
EARLY FEB	**Big Game weekend.** Watch party drops, snack-and-swag mailers to top accounts.
FEB 14	**Valentine's Day.** Client love campaigns and customer appreciation drops.

MARCH

MAR 5	**Employee Appreciation Day.** Yes, marketers get merch too.
MAR 8	**International Women's Day.** Panel events and ERG moments.
MID-MARCH	**SXSW.** Activation season begins. Scavenger drops, hotel gifts, street teams. *Order by early Feb.*
MAR 17	**St. Patrick's Day.** Fun, limited-run color drops.
ALL MONTH	Spring trade show season opens. Booth merch ordered by early February arrives calm.

Q2 Event season ramps up

Conference badges, sunshine, and the first interns. The teams that mail before the show own the meeting calendar at the show.

APRIL

APR 21	**Administrative Professionals Day.**
APR 22	**Earth Day.** The moment for sustainable and recycled merch stories.
ALL MONTH	Spring conference peak. Pre-show mailers beat booth handouts every time.

MAY

ALL MONTH	**Mental Health Awareness Month.** Wellness kits and self-care drops.
ALL MONTH	**AAPI Heritage Month.**
MAY 9	**Mother's Day** (and Father's Day, Jun 20). Lifestyle gifting angle.
MAY 31	**Memorial Day.** Summer campaign kickoff.
NOW	Order summer event merch and intern kits this month. *They arrive in June.*

JUNE

ALL MONTH	**Pride Month.** Do it authentically or not at all. Source from LGBTQ+ owned suppliers.
JUN 19	**Juneteenth.**
ALL MONTH	Summer event season. Field day kits, outdoor activations, festival drops.
ALL MONTH	Interns arrive. Welcome kits should already be in hand.

Q3 The quiet quarter that decides your Q4

Nothing looks urgent in Q3. That is exactly why it is the most important ordering window of the year.

JULY

JUL 4	**Independence Day.**
JUL 29	**National Intern Day.** Send-off gifts double as recruiting content.
ALL MONTH	Mid-year brand check. What merch actually got used? Reorder the winners.

AUGUST

ALL MONTH	Back-to-school energy. First day fit content angles.
NOW	**Start holiday gifting planning.** August orders ship calm. October orders ship chaos.
ALL MONTH	Fall campaign planning. Build merch into the budget line now.

SEPTEMBER

SEP 6	**Labor Day.**
ALL MONTH	Fall trade show season opens. Big-stage events need 8+ weeks of runway.
SEP 15	**Hispanic Heritage Month** begins (through Oct 15).
ALL MONTH	Holiday gifting: finalize your list and budget this month.

Q4 Gifting season

The quarter everyone remembers, and the one you cannot order your way out of late.

! **Mid-October is the last safe window** to order custom holiday gifts for December delivery. After that, options shrink and rush fees grow.

OCTOBER

OCT 4 TO 8	**Customer Service Week.** Internal hero moment.
OCT 10	**World Mental Health Day.**
OCT 29	**Diwali.** Gifting moment for global teams and clients.
OCT 31	**Halloween.** Limited-edition fun, costume contests, spooky drops.

NOVEMBER

NOV 25	**Thanksgiving.** Client gratitude campaigns.
NOV 26 TO 30	**Black Friday, Small Business Saturday, Cyber Monday, Giving Tuesday.**
ALL MONTH	Client thank-you gifts ship this month to beat the December noise.

DECEMBER

DEC 24	**Hanukkah** begins (through Jan 1).
DEC 25	**Christmas.** Kwanzaa begins Dec 26.
MID-DEC	Year-end client gifts land by mid-December at the latest.
NOW	January SKO merch: if it is not ordered yet, order it today.

The lead time cheat sheet

Screenshot this page. Tape it to your monitor. Set a calendar reminder 8 weeks before every moment you starred in this planner, and you will never pay rush fees again.

WHAT YOU'RE ORDERING	TIME TO BUILD IN
In-stock items, standard logo decoration	**2 to 3 weeks**
Retail brands (the good stuff people keep)	**4 to 6 weeks**
Custom patches, special packaging, kitting	**6 to 8 weeks**
Fully custom, made-from-scratch pieces	**10 to 14 weeks**
Anything arriving in Q4	**add 2+ weeks**

> **Before you close this:** pick your five starred moments, subtract the lead time from each date, and put those five order-by reminders in your calendar right now. Ninety seconds of work, a full year of looking unreasonably organized.

Want the merch without *any* of the math?

Maisonette Media plans, sources, and ships branded merch, company stores, and client gifting for marketing teams that care how it looks. Tell us the moment, we will handle the calendar.

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