

Sports Marketing Cheat Sheet for Reps

This guide gives you the key sports dates, when to contact customers, and simple messages to use. You don't need to know sports—just follow the timing and talking points.

Sport/Event	When to Reach Out	What to Say
NFL Draft (Apr 24–26, 2025)	Early April	Fans are already buzzing—let's make sure you're stocked early.
NFL Kickoff (Sep 4, 2025)	Mid-August	The season is here—do you want displays ready for Week 1?
NFL Playoffs (Jan 10, 2026)	December	Playoff buzz drives sales—let's refresh for the postseason.
College Football Week 1 (Aug 28, 2025)	Late July	College teams are kicking off—perfect time for school-spirit gear.
Bowl Season (Dec 13, 2025–Jan 2, 2026)	Mid-November	Fans love bowl games—are you ready for holiday shoppers?
CFP Championship (Jan 19, 2026)	Early January	It's championship season—last-minute items move fast.
MLB Opening Day (Mar 25–26, 2026)	February	Baseball is starting—great chance to set up spring promotions.
MLB All-Star Game (Jul 14, 2026)	Early June	The All-Star break is a big fan moment—perfect for a mid-season refresh.
MLB Season Close (Sep 27, 2026)	Early September	Teams are chasing playoffs—fans are shopping.
College Basketball Start (Nov 3, 2025)	Mid-October	Basketball season is back—let's set your early-season assortment.
March Madness (Mar 17–29, 2026)	Mid-February	March Madness is huge—are you ready with fan gear?
Final Four (Apr 4 & 6, 2026)	Late March	The Final Four is the spotlight—perfect time to push team gear.