

# Advisor Marketing Calendar

# 2013



# 2013 Advisor Marketing Calendar

Need a reason to reach out and touch a client, prospect, or COI?

The Advisor Marketing Calendar offers hundreds of reasons to get close to clients, prospects, and centers of influence. While every attempt was made to check all dates with multiple sources, we do not warrant or vouch for complete accuracy. Nor is this an exhaustive list. We have picked observances that will serve many advisors, but there are thousands of special observances for almost every niche, target market, and charitable concern. See page 15 for a complete list of sources.

# January Observances

## Commonly Observed Holidays

Jan 1. New Year's Day  
Jan 21. Martin Luther King Day  
(markets closed)

## Financial Dates & Observances

Jan 1. Medicare Part D becomes effective  
Jan 1. Medicare Advantage Plans  
Disenrollment period opens  
Jan 1. FAFSA opens  
Jan 15. 4Q 2012 Estimated taxes due  
Jan 31. All W-2s, 1099s (except 1099-B) due

## Business & Industry

New Year's Resolutions for Business Month  
Jan 12. Pharmacists Day  
Jan 20-26. Nurse Anesthetists Week  
Jan 27- Feb 2. Catholic Schools Week  
Jan 28- Feb 2. Medical Group Practice Week

## Cause Observances

Birth Defects Prevention Month  
Child-Centered Divorce Awareness Month  
Family Fit Lifestyle Month  
Financial Wellness Month  
Glaucoma Awareness Month  
International Wealth Mentality Month  
Poverty in America Awareness Month

Jan 8. War on Poverty Day  
Jan 10. Cut Your Energy Costs Day



## Special Observances

Book Blitz Month  
Celebration of Life Month  
Clean Up Your Computer Month  
Get Organized Month  
Polka Music Month  
Skating Month  
Thank You Month  
Hobby Month

Jan. 1. Mummer's Parade  
Jan. 1. Rose Bowl Game  
Jan 1-4. New Year's Resolution Week  
Jan 4. Trivia Day  
Jan 7. I'm Not Going to Take It Anymore Day  
Jan 7. College Football BCS Championship  
Jan 17. Ben Franklin's Birthday  
Jan 21. Inauguration Day  
Jan 21. Hugging Day  
Jan 23. Pie Day  
Jan 24. Compliment Day  
Jan 31. Appreciate Your Social Security Check Day

# February Observances

## Commonly Observed Holidays

Feb 10. Chinese New Year  
Feb 13. Ash Wednesday  
Feb 14. Valentines Day  
Feb 18. President's Day (markets closed)  
Feb 18. Family Day (CA)  
Feb 24. Purim

## Financial Dates & Observances

Feb 14. Medicare Advantage Plans Disenrollment closes  
Feb 15. 1099-B, 1099-S, 1099-MISC forms due  
Feb 15. File W-4 forms

## Business & Industry

Feb 11. Pro-Sports Wives Day  
Feb 12. NAACP Day  
Feb 16-23. Entrepreneurship Week  
Feb 16-23. Future Farmers of America Week  
Feb 17-23. Engineers Week  
Feb 25-Mar 2. America Saves Week

## Cause Observances

American Heart Month  
American History Month  
African-American History Month  
Wise Health Care Consumer Month  
Youth Leadership Month  
Feb 1. Freedom Day  
Feb 1. Wear Red Day  
Feb 1-7. Women's Heart Week  
Feb 8. Boy Scout Anniversary Day  
Feb 11. Shut-in Visitation Day  
Feb 14. Women's Heart Day  
Feb 14. National Donor Day  
Feb 15. Susan B. Anthony Day  
Feb 16. Kyoto Protocol Day  
Feb 25-Mar 3. Peace Corps Week

## Special Observances

Bake for Family Fun Month  
Time Management Month  
Plant Seeds of Greatness Month  
Responsible Pet Owners Month  
Spunky Old Broads Month  
Weddings Month  
  
Feb 1. Working Naked Day  
Feb 2. Groundhog Day  
Feb 3. Super Bowl XLVII  
Feb 4. USO Day  
Feb 7. Send a Card to a Friend Day  
Feb 8. Laugh & Get Rich Day  
Feb 11-12. Westminster Dog Show  
Feb 12. Mardi Gras/Fat Tuesday  
Feb 23. Iwo Jima Day  
Feb 24. Daytona 500  
Feb 24. Academy Awards Day



# March Observances

## Commonly Observed Holidays

Mar 10. Daylight Savings Time begins  
Mar 17. St. Patrick's Day  
Mar 26. Passover begins  
Mar 29. Good Friday (markets closed)  
Mar 31. Easter Sunday

## Financial Dates & Observances

Mar 1. FAFSA deadline closes for some states  
Mar 15. Last day to spend FSA balances  
March 15. Corporate and S Corp tax returns due; K-1s due

## Business & Industry

Mar 1. Employee Appreciation Day  
Mar 3-9. Women in Construction Week  
Mar 13. Registered Dietitian Day  
Mar 19. National Agriculture Day  
Mar 24-30. Pediatric Nurse Practitioner Week  
Mar 26. Legal Assistants Day  
Mar 29. Mom & Pop Business Owner Day  
Mar 30. Doctors Day

## Cause Observances

American Red Cross Month  
Credit Education Month  
Womens' History Month  
Music In Our Schools Month  
Nutrition Month  
March Into Literacy Month

Mar 5. Peace Corps Day  
Mar 3-9. Consumer Protection Week  
Mar 10-16. Girl Scout Week  
Mar 18-24. Wildlife Week  
Mar 20. Kick Butts Day  
Mar 22. World Water Day  
Mar 26. American Diabetes Alert Day



## Special Observances

Clean Up Your IRS Act Month  
Craft Month  
Irish-American Heritage Month  
Kite Month

Mar 1. Refired Not Retired Day  
Mar 1-7. Write a Letter of Appreciation Week  
Mar 2. Dr. Seuss Day  
Mar 2-19. Iditarod Race  
Mar 3-9. Procrastination Week  
Mar 10. Check Your Batteries Day  
Mar 15. Ides of March  
Mar 18-23. American Chocolate Week  
Mar 19-Apr 6. March Madness  
Mar 18-24. Wellderly Week  
Mar 20. Corn Dog Day

# April Observances

## Commonly Observed Holidays

- Apr 1. Easter Monday (CA)
- Apr 2. Passover ends

## Financial Dates & Observances

- Apr 1. Last day of grace period for first IRA required minimum distribution
- Apr 1. Last day for electronic filing of 1099s
- Apr 15. File 2012 tax returns or extension
- Apr 15. 1Q 2013 Estimated taxes due
- Apr 15. 2012 Partnership returns due
- Apr 15. Last day to open IRA for 2012
- Apr 15. Last day to contribute to Coverdell Education Savings Account for 2012
- Apr 15. Last day to contribute to IRA for 2012
- Apr 15. Last day to contribute to profit sharing plans for 2012 (unless extension filed)
- Apr 15. Last day to contribute to HSAs for 2012

## Cause Observances

- Autism Awareness Month
- Defeat Diabetes Month
- Financial Literacy Month
- Keep America Beautiful Month
- Apr 11-15. Retirement Planning Week
- Apr 14-20. Library Week
- Apr 15. Patriot's Day
- Apr 20-28. National Park Week
- Apr 20-27. Money Smart Week
- Apr 22. Earth Day



## Business & Industry

- Apr 3. Paraprofessional Appreciation Day
- Apr 6. Army Day
- Apr 9. Be Kind to Lawyers Day
- Apr 24. Administrative Professionals Day

## Special Observances

- Jazz Appreciation Month
- Car Care Month
- Confederate History Month
- Apr 1. April Fool's Day
- Apr 5. National Walk to Work Day
- Apr 7. National Beer Day
- Apr 11-14. The Masters Tournament
- Apr 13. Thomas Jefferson Day
- Apr 21-27. Coin Week
- Apr 15. Boston Marathon
- Apr 18. National Golf Day
- Apr 23. Teach Your Children to Save Day
- Apr 25. Red Hat Society Day
- Apr 26. Audubon Day
- Apr 26. Arbor Day

# May Observances

## Commonly Observed Holidays

May 5. Cinco de Mayo  
May 12. Mother's Day  
May 20. Victoria Day (CA)  
May 27. Memorial Day (markets closed)

## Financial Dates & Deadlines

May 15. Deadline for non profits to file Form 990  
May 31. Last day for trustees to file Form 5498

## Business & Industry

Military Appreciation Month  
  
May 1. School Principals' Day  
May 6. Nurses Day  
May 7. Accountant's Day  
May 5-11. Hospital Week  
May 6-10. Teacher Appreciation Week  
May 8. Receptionists Day  
May 12-18. Nursing Home Week  
May 12-18. Police Week

## Cause Observances

Arthritis Awareness Month  
Clean Air Month  
Family Wellness Month  
Mental Health Month  
Older Americans Month  
Physical Fitness & Sports Month  
Stroke Awareness Month  
May 1. Law Day  
May 1. Loyalty Day  
May 2. National Day of Prayer  
May 5-11. Be Kind to Animals Week  
May 8. Donate a Day's Wages to Charity  
May 15. Employee Health & Fitness Day  
May 26-Jun 1. Hurricane Preparedness Week  
May 29. Senior Health & Fitness Day

## Special Observances

Barbeque Month  
Bicycle Month  
Older Americans Month  
May 1. May Day  
May 5. Kentucky Derby  
May 6-12. Wildflower Week  
May 5-11. Pet Week  
May 8. VE Day, WWI  
May 11. National Miniature Golf Day  
May 15. National Chocolate Chip Day  
May 13-19. American Craft Beer Week  
May 17. National Pizza Party Day  
May 17. NASCAR Day  
May 18. Armed Forces Day  
May 18. Preakness Stakes  
May 18-24. Safe Boating Week  
May 26. Indianapolis 500



# June Observances

## Commonly Observed Holidays

Jun 16. Father's Day  
Jun 19. Juneteenth

## Financial Dates & Deadlines

Jun 17. 2Q 2013 estimated taxes due  
Jun 30. Federal deadline closes for filing  
FAFSA

## Business & Industry

Entrepreneurs "Do It Yourself" Month  
Dairy Month

Jun 5. Tailor's Day  
Jun 13-20. Nursing Assistants Week  
Jun 14. Army's Birthday

## Cause Observances

Clean Air Month  
Gay & Lesbian Pride Month  
Professional Wellness Month  
Safety Month  
Student Safety Month

Jun 10-16. Men's Health Week  
Jun 23. Public Service Day

## Special Observances

Camping Month  
Candy Month  
Iced Tea Month  
Great Outdoors Month  
Soul Food Month  
Steakhouse Month  
Women's Golf Month

Jun 1. Say Something Nice Day  
Jun 6. D-Day, WWII  
Jun 8. Belmont Stakes  
Jun 9. Donald Duck Day  
Jun 13-16. U.S. Open Golf Championship  
Jun 14. Flag Day  
Jun 24-Jul 7. Wimbledon Championships  
Jun 23. Baby Boomers Recognition Day  
Jun 29-Jul 21. Tour de France





# July Observances

## Commonly Observed Holidays

Jul 1. Canada Day (CA)  
Jul 3. Markets close at 1 p.m. ET  
Jul 4. Independence Day (markets closed)  
Jul 9. Ramadan begins

## Financial Dates & Deadlines

Jul 31. Form 5500 due

## Business & Industry

July 21-27 Independent Retailers Week  
July 26. System Administrator Appreciation Day

## Cause Observances

Black Family Month  
Recreation and Parks Month  
Make a Difference to Children Month  
Wheelchair Beautification Month  
Sandwich Generation Month

Jul 11. World Population Day  
Jul 18. Nelson Mandela Day



## Special Observances

Cell Phone Courtesy Month  
Family Reunion Month  
Family Golf Month  
Grilling Month  
Ice Cream Month

Jul 12. Collector Car Appreciation Day  
July 14. Bastille Day  
Jul 21. Ice Cream Day  
Jul 20. Lollipop Day  
Jul 20. Hot Dog Day  
Jul 23. Gorgeous Grandma Day  
Jul 25. National Chili Dog Day  
Jul 27. Day of the Cowboy  
Jul 28. Parents Day  
Jul 30. Father-in-Law Day

# August Observances

## Commonly Observed Holidays

Aug 5. Civic Holiday (CA)

## Financial Dates & Deadlines

Aug 1. Form 5500 due

## Business & Industry

Black Business Month

Aug 1. U.S. Air Force Day

Aug 4. Coast Guard Day

Aug 7. Purple Heart Day

Aug 18-24. Minority Enterprise Development Week

Aug 19. Aviation Day

Aug 31. Love Litigating Lawyers Day

## Cause Observances

Immunization Awareness Month

Water Quality Month

Aug 4-10. Fraud Awareness Week

Aug 26-30. Safety at Home Week

Aug 29-Sep 9. XIV Paralympics Games



## Special Observances

American Adventures Month

Golf Month

What Will Be Your Legacy Month

Aug 1-7. Simplify Your Life Week

Aug 3. Watermelon Day

Aug 4. Chocolate Chip Day

Aug 5. International Beer Day

Aug 4. Kids Day

Aug 5. Civic Holiday (CA)

Aug 5-11. Sturgis Rally

Aug 10. Garage Sale Day

Aug 10-16. Elvis Week

Aug 11-15. Scrabble Week

Aug 21. Senior Citizens Day

Aug 26. Dog Day

# September Observances

## Commonly Observed Holidays

Sep 2. Labor Day (markets closed)  
Sep 2. Labour Day (CA)  
Sep 5. Rosh Hashanah  
Sep 14. Yom Kippur

## Financial Dates & Deadlines

Sep 16. 3Q 2013 Estimated taxes due  
Sep 17. Last day for corporations,  
S-corp & partnerships to file 2012 Q1  
extended returns

## Business & Industry

Sep 2-6. National Payroll Week  
Sep 15-21. Farm & Ranch Safety and  
Health Week  
Sep 18. Air Force Birthday  
Sep 22. Business Women's Day  
Sep 29. VFW Day

## Cause Observances

Baby Safety Month  
Childhood Obesity Awareness Month  
Prostrate Cancer Awareness Month

Sep 8-16. Assisted Living Week  
Sep 11. Patriot Day  
Sep 15. Greenpeace Day  
Sep 17. Constitution/Citizenship Day  
Sep 18. ADD Awareness Day  
Sep 21. POW/MIA Recognition Day  
Sep 28. Family Health & Fitness Day

## Special Observances

College Savings Month  
Happy Cat Month  
Self Improvement Month

Sep 1-7. Waffle Week  
Sep 8. Grandparents Day  
Sep 12. Video Games Day  
Sep 15-Oct 15. Hispanic Heritage Month  
Sep 16. Stepfamily Day  
Sep 19. Talk Like A Pirate Day  
Sep 22-28. Dog Week  
Sep 28. Hunting & Fishing Day  
Sep 28. Museum Day  
Sep 29. Coffee Day



# October Observances

## Commonly Observed Holidays

Oct 14. Columbus Day (markets open)  
Oct 14. Thanksgiving (CA)  
Oct 31. Halloween

## Financial Dates & Deadlines

Oct 1. Federal fiscal year begins  
Oct 1. Mutual fund distributions begin  
Oct 15. Extended individual tax returns due  
Oct 15. Medicare open enrollment begins  
Oct 15. Last day to re-characterize 2012 Roth IRA conversion

## Business & Industry

Chiropractic Month  
  
Oct 7-11. Customer Service Week  
Oct 6-12. Physicians Assistant Week  
Oct 6-12. Emergency Nurses Week  
Oct 13. Navy's Birthday  
Oct 20-26. Medical Assistants Week

## Cause Observances

AIDS Awareness Month  
Animal Safety & Protection Month  
Breast Cancer Awareness Month  
Health Literacy Month  
Organize Your Medical Information Month  
Work and Family Month

Oct 7. Child Health Day  
Oct 6-12. Fire Prevention Week  
Oct 13. Clergy Appreciation Day  
Oct 24. United Nations Day



## Special Observances

Financial Planning Month  
Long-term Care Planning Month  
Pizza Month  
Women's Small Business Month

Oct 6. German-American Day  
Oct 6-12. Great Books Week  
Oct 7-12. Financial Planning Week  
Oct 14. Native American Day  
Oct 15-21. National Estate Planning Awareness Week  
Oct 16. Support Your Local of Chamber of Commerce Day  
Oct 16. Boss's Day  
Oct 17-23. CA Financial Planning Week  
Oct 17. Get Smart About Credit Day  
Oct 19. World Series starts (baseball)  
Oct 20-26. Save for Retirement Week  
Oct 27. Mother-in-Law Day

# November Observances

## Commonly Observed Holidays

Nov 1. All Saints Day  
Nov 3. Daylight Savings Time ends  
Nov 11. Veterans Day  
Nov 27-Dec 5. Hannukah  
Nov 28. Thanksgiving Day (markets closed)  
Nov 29. Markets close at 1 p.m. ET

## Financial Dates & Deadlines

Nov 30. Last day for doubling up to avoid wash sale rule

## Business & Industry

Military Family Appreciation Month  
Nov 3-9. Nurse Practitioner's Week  
Nov 10. Marine Corps Birthday  
Nov 30. Small Business Saturday

## Cause Observances

Adoption Month  
Alzheimer's Month  
American Diabetes Month  
Family Caregivers Month

Nov 10. World Science Day  
Nov 14. Diabetes Day  
Nov 14. Universal Children's Day  
Nov 15. America Recycles Day  
Nov 11-17. American Education Week  
Nov 20. Canada's National Child Day  
Nov 21. Great American Smokeout

## Special Observances

American Indian Heritage Month  
Long-Term Care Awareness Month  
Peanut Butter Lovers Month

Nov 1. Dia de los Muertos (Day of the Dead)  
Nov 1-3. Punkin Chunkin Days  
Nov 2. Plan Your Epitaph Day  
Nov 2. Sadie Hawkins Day  
Nov 4. Islamic New Year  
Nov 7. Men Make Dinner Day  
Nov 24-30. Family Week  
Nov 23. Fibonacci Day  
Nov 29. Black Friday



# December Observances

## Commonly Observed Holidays

Dec 5. Last day of Chanukah  
Dec 24. Christmas Eve (markets close 1 p.m. ET)  
Dec 25. Christmas Day (markets closed)  
Dec 26-Jan 1. Kwanzaa  
Dec 26. Boxing Day (CA)  
Dec 31. New Year's Eve

## Special Observances

Write a Business Plan Month  
Tie Month  
Dec 1-7. Cookie Cutter Week  
Dec 2. Cyber Monday  
Dec 4. National Cookie Day  
Dec 6. St. Nicholas Day  
Dec 7. Pearl Harbor Day  
Dec 15. Bill of Rights Day  
Dec 21. Crossword Puzzle Day  
Dec 21. Humbug Day  
Dec 23. Festivus  
Dec 30. Bacon Day

## Cause Observances

Safe Toys and Gifts Month  
World AIDs Month  
Dec 1. Rosa Parks Day  
Dec 1-24. Operation Santa Paws  
Dec 2. Special Education Day

## Business & Industry

Dec 5. AFL-CIO Day  
Dec 6. Pawnbrokers Day  
Dec 6. National Salesperson Day  
Dec 13. National Guard Day



## Financial Dates & Deadlines

Dec 7. Medicare open enrollment period closes  
Dec 31. Last day to:

- Establish Keogh plan
- Establish & fund solo 401k
- Make contributions to employer-sponsored 401k plans
- Correct excess contributions to IRAs and qualified plans
- Sell stock to realize gains/losses
- Take RMDs
- Last day to pay expenses for itemized deductions
- Make tax-deductible contribution to charities
- Make annual tax-free gifts of \$14,000 per person

## 2013 Holiday and Observances Resources for Advisors

- Brownielocks Holidays and Observances 2013 <http://www.brownielocks.com/january.htm>
- Time and Date Holidays and Observances 2013 <http://www.timeanddate.com/holidays/us/2013>
- Holiday Smart Holidays and Observances 2013 <http://www.holidaysmart.com>
- NYSE Holidays, Stock Market Holidays <http://nyseholidays.blogspot.com/2012/07/nyse-holidays.html>
  
- IRS Form 509 <http://www.irs.gov/pub/irs-pdf/p509.pdf>
- IRS, Small Businesses and Self-Employed Individuals, Estimated Taxes <http://www.irs.gov/Businesses/Small-Businesses-&Self-Employed/Estimated-Taxes>
- IRS Instructions for Tax Returns <http://www.irs.gov/instructions/i1099gi/ar02.html>
- IRS Form 1099 <http://www.irs.gov/pub/irs-pdf/f1099msc.pdf>
- IRS, Form 5500 info <http://www.irs.gov/Retirement-Plans/Form-5500-Corner>
- Taxpayers Service Center, Form D-40ES <https://www.taxpayerservicecenter.com/ind/d40es.do>
  
- FAFSA deadlines PDF <http://www.fafsa.ed.gov/fotw1213/pdf/Deadlines.pdf>
- FAFSA deadlines by state <http://www.fafsa.ed.gov/deadlines.htm#>
  
- Q1 Medicare, Important Dates, Medicare Part D <http://www.q1medicare.com/PartD-Important-Dates-To-RememberPartD.php>
- Healthfinder's National Health Observances <http://www.healthfinder.gov/nho/default.aspx>
- American Association of Nurse Anesthetists <http://www.aana.com/newsandjournal/nnaw/Pages/default.aspx>
- National Pharmacist Day <http://www.theultimateholidaysite.com/holidays/2012-1/#!national-pharmacist-day>
- Work Smart Live smart Wellness Calendar, January <http://worksmartlivesmart.com/wellness-calendar-january/>

## Disclaimers

- Only includes nationally recognized observed holidays.
- Only includes significant religious holidays of major religions practiced in North America.
- Does not include state holidays.
- We have made every attempt possible to be accurate in listing these holidays, but we do not warrant or vouch for complete accuracy.
- No discrimination towards gender, ethnicity, religion, politics, or anything else intended.
- This calendar was prepared to give financial advisors ideas for possible marketing activities.
- The calendar is intended to be informative, educational, and fun.
- Suggestions, corrections, and comments welcome. Please send to [advisorcalendar@horsesmouth.com](mailto:advisorcalendar@horsesmouth.com).