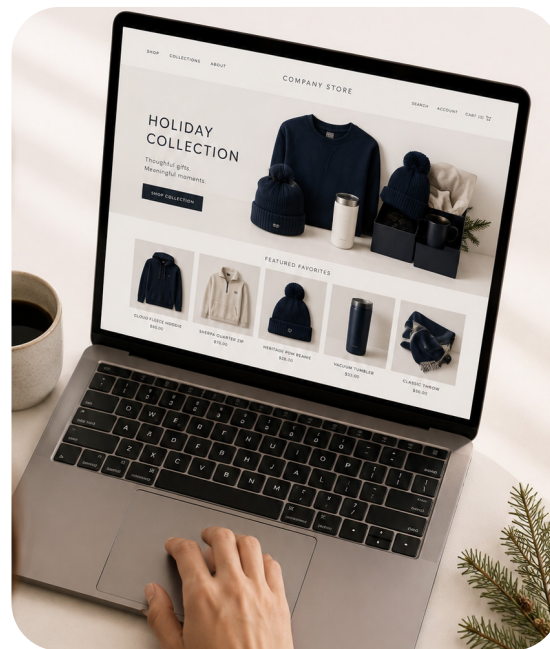




2027 Celebration Planner

A playbook for creating meaningful employee and customer experiences.



Plan Smarter. Celebrate Better.

We've compiled the ultimate playbook to help you plan ahead for 2027 celebrations. A guide to setting your budget, building your timeline, and deciding where to invest for the greatest impact. Great celebrations start long before the big day. Work backward from your celebration date to give every detail the time it deserves.

YOUR QUICK START FORMULA



WHO
are we
celebrating?

+



WHAT
do we
want to achieve?

+



WHAT
will make
it memorable?

+



HOW
will we bring
it to life?

+



WHEN
do we need
to start?

01 | WORK BACKWARD FROM THE MOMENT

Your Planning Countdown

12+ WEEKS OUT DEFINE

- Set your goals
- Identify your audience
- Establish budget
- Determine the experience

10-12 WEEKS OUT EXPLORE

- Brainstorm ideas
- Select products and activations
- Confirm quantities
- Check inventory

8 WEEKS OUT CREATE

- Finalize selections
- Develop creative
- Confirm personalization
- Approve artwork

6 WEEKS OUT COMMIT

- Place orders
- Book vendors
- Confirm production
- Build communications plan

2-4 WEEKS OUT PREPARE

- Coordinate fulfillment
- Confirm shipping
- Prepare communications
- Finalize logistics

CELEBRATION DELIVER

- Celebrate
- Engage
- Capture photos and reactions
- Enjoy the moment

AFTER EXTEND

- Share highlights
- Thank participants
- Gather feedback
- Capture learnings

Planning something bigger?

Allow additional planning time for:

- Custom-manufactured merchandise
- Multi-location distribution
- Custom packaging
- Large quantities
- Individual home shipping
- Live activations and events

HALO TIP

Start earlier than you think. More lead time gives you more options, more flexibility, and more room to create an experience people will remember.



Looking for ideas?

Visit halo.com or send an email to hello@halo.com to get started.

Invest with Intention. Celebrate with Impact.

Make the most of your budget by considering the full experience, not just the product.

02 | BUILD YOUR CELEBRATION BUDGET

Start With the Big Picture

Before choosing products or experiences, define:

	Audience	Who are you celebrating?
	Headcount	How many people will participate?
	Objective	Recognition, connection, wellness, gifting, or another goal?
	Experience	Gift, activation, event, or a combination?
	Budget	What is your total investment or target per person?
	Delivery	One location, multiple offices, remote employees, or individual addresses?

HALO TIP

Make room in your budget for more than the product. Presentation, personalization, delivery, and thoughtful details can elevate the entire experience.



Choose Your Investment Level

	ESSENTIAL	ELEVATED	SIGNATURE
BEST FOR	Broad participation & frequent touchpoints	Milestone moments & team celebrations	High-impact recognition & premium occasions
THINK	Small branded item, food treat, desk drop	Premium merchandise, curated gift, team experience	Premium gifting, custom activation, elevated event
CONSIDER	Stickers, snacks, drinkware, small accessories	Apparel, bags, gift kits, food experiences	Premium tech, luxury gifts, awards, custom events

Think Beyond the Product

Your celebration budget may include:



THE EXPERIENCE

Activations, catering, entertainment, or events



THE GIFT

Merchandise, awards, food, or curated gifting



THE DETAILS

Packaging, personalization, and printed materials



THE DELIVERY

Fulfillment, shipping, and distribution



THE STORY

Internal communications, signage, and launch materials

Q1 | JANUARY • FEBRUARY • MARCH

Kick Off the Year Strong



The beginning of the year is about setting the tone. Focus on recognition, company culture, and building momentum through intentional employee experiences.

- Thank You Notes from Leadership
- Peer Recognition Campaign
- Breakfast Bar
- Coffee Cart
- Recognition Wall
- Team Lunch

DON'T MISS THESE

- | | |
|--|--|
| FEBRUARY 1-28
Black History Month | MARCH 05
Employee Appreciation Day |
| FEBRUARY 05
National Wear Red Day | MARCH 08
International Women's Day |
| FEBRUARY 21-27
National Engineers Week | MARCH 30
National Doctors' Day |

OPPORTUNITY SPOTLIGHT

Employee Appreciation Day

March 05, 2027

BUDGET GUIDE
\$\$ - \$\$\$

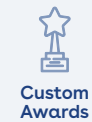
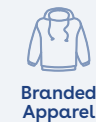
WHY IT MATTERS

Employee Appreciation Day is one of the most impactful opportunities of the year to strengthen culture, reinforce company values, and recognize the people who make your business successful. Thoughtful recognition doesn't need to be extravagant; it simply needs to feel intentional.

HALO STRATEGY TIP

Recognition is most effective when it's consistent – not just annual. Use Employee Appreciation Day as an anchor moment, then build smaller appreciation touchpoints throughout the year.

HALO RECOMMENDS



FUN MOMENTS

- JANUARY 04**
National Trivia Day
- JANUARY 13**
National Sticker Day
- JANUARY 15**
National Hat Day
- JANUARY 24**
National Compliment Day
- FEBRUARY 09**
National Pizza Day
- MARCH 14**
Pi Day

JANUARY

- ★ National Mentoring Month
- ★ National Blood Donor Month
- 01** New Year's Day
- 04** National Trivia Day
- 09** Law Enforcement Appreciation Day
- 11** National Clean Off Your Desk Day
- 12** National Pharmacist Day
- 13** National Sticker Day
- 14** National Dress Up Your Pet Day
- 15** National Hat Day
- 18** Martin Luther King Jr. Day
- 20** National Cheese Lovers Day
- 21** Thank Your Mentor Day
- 24** National Compliment Day
- 28** National Data Privacy Day

FEBRUARY

- ★ American Heart Month
- ★ National Therapeutic Recreation Month
- ★ Black History Month
- 01-07** National Patient Recognition Week
- 02** Groundhog Day
- 03** National Women Physicians Day
- 05** National Wear Red Day
- 09** Mardi Gras
- 09** National Pizza Day
- 14-20** Cardiovascular Professionals Week
- 14** Valentine's Day
- 15** Presidents' Day
- 17** Random Acts of Kindness Day
- 21-27** National Engineers Week
- 25** National Chili Day

MARCH

- ★ National Women's History Month
- 05** Employee Appreciation Day
- 08** International Women's Day
- 10** Registered Dietitian Day
- 12** National Plant a Flower Day
- 14** Pi Day
- 14-20** Patient Safety Awareness Week
- 14-20** Pulmonary Rehab Week
- 15-19** Health Care HR Week
- 17** St. Patrick's Day
- 18** Transit Driver Appreciation Day
- 18** Companies That Care Day
- 20** Spring Equinox
- 28** Easter
- 29** Mom & Pop Business Owners Day
- 30** National Doctors' Day

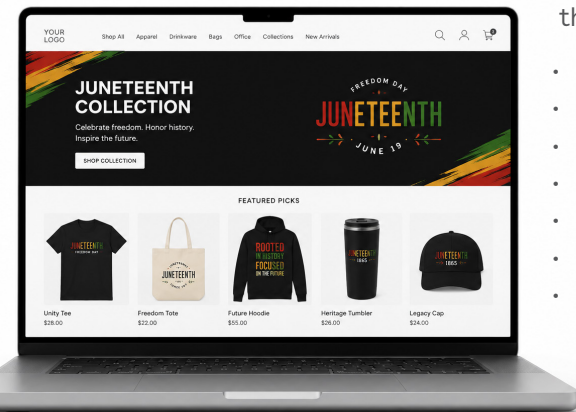
Q2

APRIL · MAY · JUNE

Spring into Connection

Spring is packed with opportunities to celebrate teams, recognize frontline employees, and bring people together through shared experiences.

- Food Trucks
- Coffee Bars
- Volunteer Projects
- Wellness Stations
- Pride Celebrations
- Holiday-Inspired Company Stores
- Employee Resource Group Events



DON'T MISS THESE

APRIL 18-24
National Volunteer Week

MAY 06-12
Nurses Week

MAY 09
Mother's Day

MAY 31
Memorial Day

JUNE 01-30
Pride Month

JUNE 19*
Juneteenth

**Juneteenth will be observed on June 18, 2027*

OPPORTUNITY SPOTLIGHT

National Nurses Week

May 06 - 12, 2027

WHY IT MATTERS

Healthcare professionals dedicate themselves to caring for others every day. Nurses Week is an opportunity to recognize their commitment with meaningful experiences that make them feel seen, appreciated, and celebrated.

HALO STRATEGY TIP

Pair a tangible gift with an experience. A personalized item becomes far more memorable when it's delivered alongside a coffee cart, catered breakfast, or leadership thank-you message.

BUDGET GUIDE

\$\$ - \$\$\$



HALO RECOMMENDS



Coffee Cart



Comfort Kit



Grab 'n Go Snack Stations

FUN MOMENTS

APRIL 01
National Burrito Day

MAY 05
Cinco de Mayo

MAY 21
Bike to Work Day

MAY 28
National Hamburger Day

JUNE 01
Say Something Nice Day

JUNE 02
Leave the Office Early Day

JUNE 04
National Donut Day

APRIL

★ **Stress Awareness Month**

★ **Occupational Therapy Month**

- 01** April Fool's Day
- 01** National Burrito Day
- 07** World Health Day
- 18-24** Medical Laboratory Professionals Week
- 18-24** National Volunteer Week
- 21** Administrative Professionals' Day
- 22** Take Your Child to Work Day
- 22** Earth Day
- 23** National Picnic Day
- 28** Safety and Health at Work Day

MAY

★ **Asian Pacific Heritage Month**

★ **Employee Health & Fitness Month**

- 04** National Teacher Day
- 05** World Hand Hygiene Day
- 05** Cinco de Mayo
- 06** National Nurses Day
- 06-12** National Nurses Week
- 09** Mother's Day
- 12** Receptionist Day
- 12** Night Shift Workers Day
- 18** National Speech-Language Pathologist Day
- 21** National Waitstaff Day
- 28** National Hamburger Day
- 31** Memorial Day

JUNE

★ **Pride Month**

- 01** Say Something Nice Day
- 02** Leave the Office Early Day
- 04** National Donut Day
- 05** World Environment Day
- 12** National Automotive Service Professionals Day
- 17** National Nursing Assistants Day
- 17-23** National Nursing Assistants Week
- 19*** Juneteenth
- 20** Father's Day
- 21** Summer Solstice
- 23** National Hydration Day
- 24** National Work from Home Day
- 30** World Social Media Day

Q3

JULY · AUGUST · SEPTEMBER

Recharge to Reconnect



Q3 is a natural time to reset and reconnect. Create experiences that support wellbeing, bring teams together, and build energy for a strong finish to the year.

- Wellness Market
- Smoothie Bar
- Walking or Hydration Challenge
- Massage Chair Activation
- Healthy Lunch Pop-Up
- Employee Assistance Programs (EAP)

DON'T MISS THESE

- | | |
|--|--|
| JULY 04*
Independence Day | SEPTEMBER 15 - OCTOBER 15
National Hispanic Heritage Month |
| AUGUST 01-31
National Wellness Month | SEPTEMBER 21
IT Professionals Day |
| SEPTEMBER 06
Labor Day | SEPTEMBER 21
World Gratitude Day |

*Independence Day will be observed on July 5, 2027

OPPORTUNITY SPOTLIGHT

National Wellness Month

August 01 - 31, 2027

WHY IT MATTERS

Employee wellbeing has become an essential part of workplace culture, not just a benefit. National Wellness Month provides an opportunity to invest in physical, mental, and emotional wellbeing through meaningful experiences that show employees they are valued beyond the work they do.

HALO RECOMMENDS



BUDGET GUIDE
\$\$ - \$\$\$

HALO STRATEGY TIP

Wellness isn't one-size-fits-all. Offer employees choices whenever possible: a wellness market, self-care kit, fitness activity, or mindfulness experience allows individuals to engage in ways that are most meaningful to them.

FUN MOMENTS

- JULY 07**
World Chocolate Day
- JULY 31**
National Avocado Day
- AUGUST 08**
International Cat Day

- AUGUST 10**
National Spoil Your Dog Day
- AUGUST 24**
National Waffle Day
- SEPTEMBER 29**
National Coffee Day

JULY

- ★ **National Anti-Boredom Month**
- 04*** Independence Day
- 07** World Chocolate Day
- 04-10** National Therapeutic Recreation Week
- 18** World Listening Day
- 29** National Intern Day
- 30** System Administrator Appreciation Day
- 31** National Avocado Day

AUGUST

- ★ **National Wellness Month**
- 04** National Chocolate Chip Cookie Day
- 08** International Cat Day
- 09** National Book Lovers Day
- 10** National Spoil Your Dog Day
- 23-29** Health Unit Coordinator Week
- 24** National Waffle Day
- 26** Women's Equality Day
- 31** World Distance Learning Day

SEPTEMBER

- ★ **National Courtesy Month**
- ★ **National Chicken Month**
- ★ **National Hispanic Heritage Month**
- 01-07** Clinical Nurse Specialist Week
- 05** International Day of Charity
- 06** Labor Day
- 11** Patriot Day
- 12** National Day of Encouragement
- 12-18** Environmental Services Week
- 13** International Programmers' Day
- 15** Neonatal Nurses Day
- 21** IT Professionals Day
- 21** World Gratitude Day
- 22** American Business Women's Day
- 23** Autumn Equinox
- 25** National Cooking Day
- 25** Family Health and Fitness Day
- 29** World Heart Day
- 29** National Coffee Day
- 30** National Love People Day

Q4

OCTOBER • NOVEMBER • DECEMBER

Finish the Year Strong



The final quarter is about celebrating accomplishments, strengthening relationships, and ending the year with thoughtful appreciation for employees, customers, and partners.

- Holiday Market
- Gift Pick-Up Experience
- Hot Chocolate Bar
- Year-End Awards
- Holiday Celebration
- Gratitude Wall
- Client Appreciation Event

DON'T MISS THESE

- | | |
|---|---|
| OCTOBER 01-31
Breast Cancer Awareness Month | NOVEMBER 25
Thanksgiving Day |
| OCTOBER 04-08
Customer Service Week | NOVEMBER 27
Small Business Saturday |
| NOVEMBER 11
Veterans Day | NOVEMBER 30
Giving Tuesday |

OPPORTUNITY SPOTLIGHT

Holiday Gifting Season

November - December 2027

WHY IT MATTERS

Holiday gifting is often the final and most memorable touchpoint of the year. Thoughtfully curated gifts help reinforce relationships, celebrate accomplishments, and leave a lasting impression well into the new year.

BUDGET GUIDE

\$\$ - \$\$\$

HALO STRATEGY TIP

The best holiday gifts aren't necessarily the most expensive; they're the most intentional. Focus on usefulness, personalization, and presentation to create a memorable unboxing experience that reflects your brand.

HALO RECOMMENDS



Curated Gift Boxes



Personalized Holiday Cards



Premium Apparel



Employee Celebration Events



Gourmet Food Gifts

FUN MOMENTS

- OCTOBER 16***
Boss's Day
- OCTOBER 31**
Halloween
- NOVEMBER 21**
World Hello Day
- DECEMBER 15**
National Cupcake Day
- DECEMBER 17**
National Ugly Sweater Day
- DECEMBER 25**
Christmas Day

OCTOBER

- ★ Breast Cancer Awareness Month
- ★ Emotional Intelligence Awareness Month
- ★ Diversity Awareness Month
- ★ Disability Employment Awareness Month
- ★ Physical Therapy Month
- ★ American Pharmacists Month
- 04** National Truckers Appreciation Day
- 04-08** Customer Service Week
- 11** Indigenous Peoples' Day
- 16*** Boss's Day
- 17-23** Medical Assistants Recognition Week
- 19** Pharmacy Technician Day
- 20** Medical Assistants Recognition Day
- 31** Halloween

NOVEMBER

- ★ Native American Heritage Month
- ★ National Gratitude Month
- 11** Veterans Day
- 13** World Kindness Day
- 14-20** National Nurse Practitioner Week
- 16** International Day for Tolerance
- 18** Great American Smokeout
- 21** World Hello Day
- 25** Thanksgiving Day
- 26** Black Friday
- 27** Small Business Saturday
- 30** Giving Tuesday

DECEMBER

- ★ National Human Rights Month
- 01** World AIDS Day
- 05** International Volunteer Day
- 06-12** Handwashing Awareness Week
- 13** Green Monday
- 15** National Cupcake Day
- 17** National Ugly Sweater Day
- 21** Winter Solstice
- 24-01** Hanukkah
- 25** Christmas Day
- 26-01** Kwanzaa
- 31** New Year's Eve

*Boss's Day will be observed on October 15, 2027

2027 AT A GLANCE

A Year of Moments That Matter

From recognition and culture-building to client appreciation and seasonal celebrations, we’re here to help you bring your most important moments to life, all year long.



JANUARY
KICK THINGS OFF

- 01 New Year’s Day
- 09 Law Enforcement Appreciation Day
- 12 National Pharmacist Day
- 18 Martin Luther King Jr. Day

National Blood Donor Month

FEBRUARY
PEOPLE MAKE IT HAPPEN

- 02 Groundhog Day
- 05 National Wear Red Day
- 09 Mardi Gras
- 12 Valentine’s Day
- 15 Presidents’ Day

American Heart Month

MARCH
CULTURE IN ACTION

- 05 Employee Appreciation Day
- 08 International Women’s Day
- 17 St. Patrick’s Day
- 28 Easter
- 30 National Doctors’ Day

National Women’s History Month

APRIL
GROW TOGETHER

- 01 April Fool’s Day
- 07 World Health Day
- 18-24 National Volunteer Week
- 21 Admin Professionals’ Day
- 22 Earth Day

Stress Awareness Month

MAY
RECOGNIZE & RECHARGE

- 04 National Teacher Day
- 05 Cinco de Mayo
- 06-12 Nurses Week
- 09 Mother’s Day
- 31 Memorial Day

Employee Health & Fitness Month

JUNE
CELEBRATE IMPACT

- 05 World Environment Day
- 19 Juneteenth
- 20 Father’s Day
- 21 Summer Solstice
- 30 World Social Media Day

Pride Month

JULY
MAKE IT MEMORABLE

- 04 Independence Day
- 04-10 National Therapeutic Recreation Week
- 18 World Listening Day
- 29 National Intern Day

National Anti-Boredom Month

AUGUST
READY FOR WHAT’S NEXT

- 08 International Cat Day
- 09 National Book Lovers Day
- 10 National Spoil Your Dog Day
- 26 Women’s Equality Day

National Wellness Month

SEPTEMBER
MOMENTUM BUILDS

- 06 Labor Day
- 11 Patriot Day
- 21 World Gratitude Day
- 23 Autumn Equinox
- 29 World Heart Day

National Hispanic Heritage Month

OCTOBER
CELEBRATE PEOPLE

- 04-08 Customer Service Week
- 11 Indigenous Peoples’ Day
- 16 Boss’s Day
- 31 Halloween

Breast Cancer Awareness Month
Diversity Awareness Month

NOVEMBER
EXPRESS GRATITUDE

- 11 Veterans Day
- 13 World Kindness Day
- 25 Thanksgiving Day
- 27 Small Business Saturday
- 30 Giving Tuesday

Native American Heritage Month

DECEMBER
CLOSE WITH PURPOSE

- 21 Winter Solstice
- 24-01 Hanukkah
- 25 Christmas Day
- 26-01 Kwanzaa
- 31 New Year’s Eve

National Human Rights Month



Looking for ideas
for your events and
celebrations?

Visit halo.com or send an email
to hello@halo.com to get started.

www.halo.com

BUDGET PLAN

EVENT / OCCASION

Holiday Employee Gifts

BUDGET GOAL

*Meaningful, high-quality gifts
that drive connection and
show appreciation.*

TOTAL BUDGET

\$75,000

BUDGET BREAKDOWN

CATEGORY	BUDGET	NOTES
GIFT / PRODUCT	\$45,000	Accommodate all employees
PACKAGING/BOX	\$10,000	Premium feel, presentation matters
CUSTOMIZATION	\$8,000	Add personal touch where possible
SHIPPING	\$7,000	Domestic ground included
EXPERIENCE / EXTRAS	\$5,000	Welcome note, insert, address
TOTAL	\$75,000	