



2026 Marketing Calendar

This calendar is your year-at-a-glance marketing guide, designed to keep every campaign connected and intentional. It combines annual ad planning, blog content, and social scheduling into one cohesive view.

Calendar Key

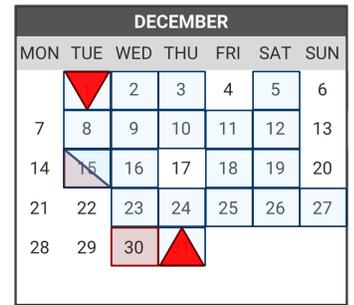
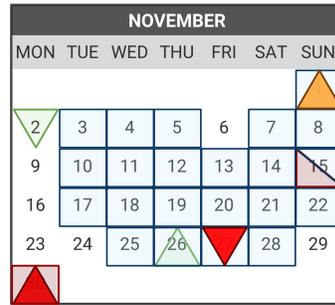
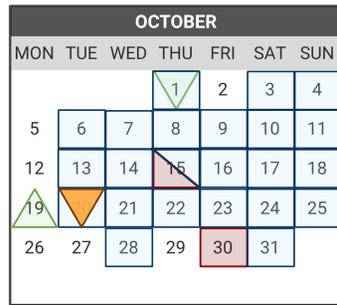
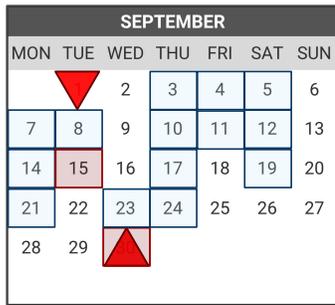
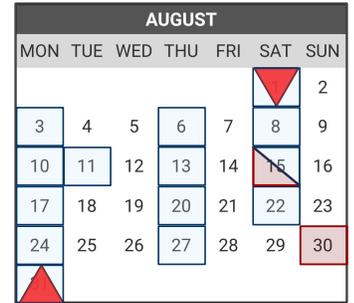
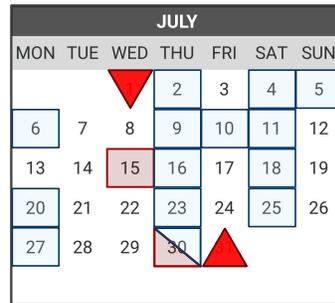
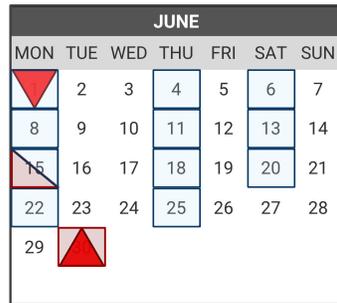
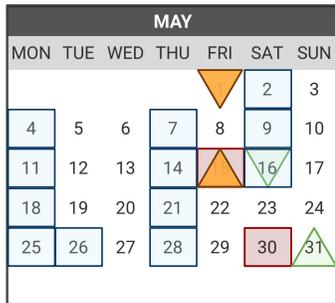
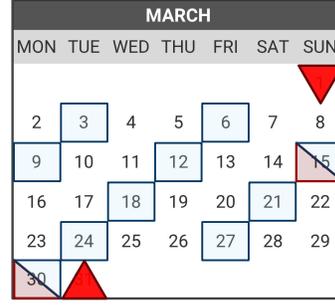
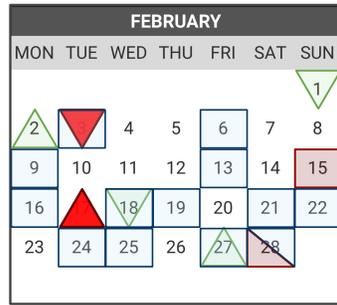
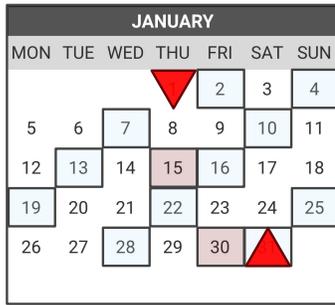
Start
 End
 Monthly Promo

Start
 End
 Generac Promo

Start
 End
 Evergreen Ads

Social Post (Diamond)

Blog Post



DATE	HOLIDAY
1/1	New Year's Day
1/19	Martin Luther King Jr. Day
2/2	Groundhog Day
2/14	Valentine's Day
2/16	Presidents' Day
3/17	St. Patrick's Day
4/1	April Fools' Day
4/5	Easter
5/10	Mother's Day
5/25	Memorial Day
6/21	Father's Day
10/31	Halloween
11/11	Veterans Day
11/27	Thanksgiving
12/25	Christmas Day
12/31	New Year's Eve

MONTHLY CAMPAIGN
New Year's Resolution Campaign
Love Your Family / Home / Generator
St. Patrick's Day: Make Your Own Luck
April Showers / Weather Preparedness
Generac Power Preparedness
Hurricane Season Readiness
Freedom Month
Generac Promotion
Labor Day Sale
Generac Promotion
Black Friday Sale
Power Up Christmas

PROMO OFFER
✓ \$500 Off Turnkey Installations
✓ \$199+ Maintenance Program
✓ \$750 Off Turnkey Installations
✓ \$500 Off Turnkey Installations
✓ Free 7-Year Warranty
✓ \$750 Off Turnkey Installations
✓ \$500 Off Turnkey Installations
✓ Free 7-Year Warranty
✓ \$500 Off Turnkey Installations
✓ Free 10-Year Warranty
✓ \$2,026 Off New Installs
✓ Up to \$1,500 Off/Peace of Mind



2026 Promo Schedule

This annual promotional schedule ensures every campaign is interconnected and purposeful. It strategically incorporates seasonality, diverse promotions, and off-season initiatives to boost sales.

Start 2026 with a **FREE Annual Maintenance and GenMon Plan Starting at \$14.50/mo.*** (A \$295/year Value)

GET STARTED

generator **g** SUPERCENTER GENERAC

January
Maintenance Plan

Love Your Generator with Maintenance Specials from \$199!

GET STARTED

generator **g** SUPERCENTER GENERAC

February
\$199 Maintenance

Generate Your Own Luck and save \$750 on select models

GET STARTED

generator **g** SUPERCENTER GENERAC

March
\$750 Off

Spring Savings Event

\$500 OFF

Generac Whole Home Generators

Get A Free Quote

generator **g** SUPERCENTER GENERAC

April
\$500 Off

Sales Event

FREE 10-Year Warranty WITH PURCHASE

A \$1,035 value!

August 28, 2023 - October 8, 2023

Get A Quote Today!

generator **g** SUPERCENTER GENERAC

May
7-Year Warranty

Now Through The End of June

\$750 Off New Installs

*Financing Options at Low Monthly Rates

Get Started

generator **g** SUPERCENTER GENERAC

June
\$750 Off

FREEDOM FROM THE GRID

EXPERIENCE THE POWER OF FREEDOM

Now through July 31

generator **g** SUPERCENTER GENERAC

July
\$500 Off

FREE 7-Year Warranty

generator **g** SUPERCENTER GENERAC

August
7-Year Warranty

Now Through The End of September

\$500 Off New Installs

*Financing Options at Low Monthly Rates

Get Started

generator **g** SUPERCENTER GENERAC

September
\$500 Off

Sales Event

FREE 10-Year Warranty ((CTA))

WITH PURCHASE NOW - NOV 7, 2025*

generator **g** SUPERCENTER GENERAC

October
10-Year Warranty

EXCLUSIVELY NOW-11/30

BLACK FRIDAY SALE

\$2026 OFF

GET STARTED

generator **g** SUPERCENTER GENERAC

November
\$2,500 Off

generator SUPERCENTER

Now thru Dec. 31

SAVE UP TO \$1,500 OFF*

Save Today

generator **g** SUPERCENTER GENERAC

December
Up to \$1,500 Off

Evergreen Ads

Are You Ready For The Next Storm?

Freeze? Grid Failure? High Winds? Wild Weather?

\$295* Get A 40 Point Inspection

generator **g** SUPERCENTER GENERAC

Confident It Will Start?

\$41 Per Month* Maintenance Program

generator **g** SUPERCENTER GENERAC

Install and Service BOOKING NOW

- Certified Electricians
- Permitting as Required
- Certified Plumbers
- Copper Wire (never aluminum)
- Code Compliant

generator **g** SUPERCENTER GENERAC

1 in 4 Households Affected by Outages

29.3% of Households Affected by Outages

Real Results. Real Reliability.

Don't Wait For The Next Power Outage

Stats Ads

Peace of Mind You Can Trust

Licensed Skilled Employees

Air Cooled 24V Standby Series

Turnkey Installation

Get A Free Quote Today

Are You Ready Confident It Will Start Install & Service Carousel

Scan to visit the HUB

* These promotions are subject to change