

# 2023 U.S. Promotional Planning Calendar

■ Clearance Events

■ Limited Time Events

■ Every Day Events

■ National Events

Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				



Year End Sale: 12/26 - 1/9  
 Year End Sale: 1/10 - 1/12  
 4 Day Sale: 1/13 - 1/16  
 Inventory Overstock Sell Off: 1/17 - 1/23  
 Inventory Overstock Sell Off: 1/24 - 2/2

T II Promo Video: National TV	T II Promo Video: Streaming Video	Synchrony Special Finance Offer
63/58	✓	✓
		✓

Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				



Big Game Super Weekend : 2/3 - 2/6  
 Presidents Day Sale: 2/7 - 2/13  
 Presidents Day sale: 2/14 - 2/20  
 Presidents Day Sale: 2/21 - 2/27

T II Promo Video: National TV	T II Promo Video: Streaming Video	Synchrony Special Finance Offer
113	✓	✓
113	✓	✓
		✓

Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	



Buy More Save More: 2/28 - 3/6  
 St. Patricks Day Sale: 3/7 - 3/13  
 St. Patricks Day Sale: 3/14 - 3/20  
 March Mania: 3/21 - 3/30

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9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						



April Fools Sale: 3/31 - 4/6  
 Super Saturday Sale: 4/7 - 4/8  
 Spring Savings Event: 4/10 - 4/17  
 Double Discount Days: 4/18 - 4/24  
 Double Discount Days: 4/25 - 5/4

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7	8	9	10	11	12	13
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37 Hour Sale: 5/5 - 5/8  
 Super Sale: 5/9 - 5/15  
 Memorial Day Sale: 5/16 - 5/22  
 Memorial Day Sale: 5/23 - 5/29

T II Promo Video: National TV	T II Promo Video: Streaming Video	Synchrony Special Finance Offer
118	✓	✓
118	✓	✓

Su	Mo	Tu	We	Th	Fr	Sa
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4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
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Memorial Day Sale: 5/30 - 6/5  
 Summer Savings Event: 6/6 - 6/12  
 Summer Savings Event: 6/13 - 6/19  
 4th of July Sale: 6/20 - 6/26  
 4th of July Sale: 6/27 - 7/4

T II Promo Video: National TV	T II Promo Video: Streaming Video	Synchrony Special Finance Offer
		✓
69	✓	✓
69	✓	✓

## Creative Assets and Marketing Partners

Access all promotional marketing support and Marketing partners directly from the La-Z-Boy Marketing Hub. **Login using your 8-digit La-Z-Boy Account Number**

1. View & download Ad PDFs & Ad Live Files by clicking on the Promotional Materials main menu item and then select the sales event from the Promotion category on the left side of the page

2. Access key vendor ordering sites by click on the Marketing Partners main menu item and then select the specific partner or media type:
- TV Ordering (Brand & Promotional)
  - Print on Demand POS
  - Email Marketing (Database & Prospect)
  - CMS Tool (Website Customization & Insert Upload)

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Factory Authorized Clearance: 7/5 - 7/17  
Black Friday in July Sale: 7/18 - 7/24  
Black Friday in July Sale: 7/25 - 7/31

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Double Discount Days: 8/1 - 8/7  
La-Z-Days of Summer Sale: 8/8 - 8/21  
Labor Day Sale: 8/22 - 8/28

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118	✓	✓

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Labor Day Sale: 8/29 - 9/4  
Labor Day Sale: 9/5 - 9/11  
Fall Into Comfort: 9/12 - 9/21  
4 Day Sale: 9/22 - 9/25  
Buy More Save More: 9/26 - 10/2

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118	✓	✓
		✓

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Early Black Friday Savings Event: 10/3 - 10/9  
Early Black Friday Savings Event: 10/10 - 10/12  
Lucky 13 Sale: 10/13 - 10/16  
Moonlight Madness: 10/17 - 10/23  
Moonlight Madness: 10/24 - 10/31

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Veterans Day Sale: 11/1 - 11/6  
Veterans Day Sale: 11/7 - 11/13  
Black Friday Sale: 11/14 - 11/20  
Black Friday Sale: 11/21 - 11/27  
Black Friday Sale: 11/28 - 12/4

T II Promo Video: National TV	T II Promo Video: Streaming Video	Synchrony Special Finance Offer
		✓
		✓
		✓
		✓
		✓

Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						



The Holiday Sale: 12/5 - 12/11  
The Holiday Sale: 12/12 - 12/18  
The Holiday Sale: 12/19 - 12/24  
Year End Sale: 12/26 - 1/8

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		✓

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