

# Sunless Support

MAY  
2024

## THEMES!

- Mother's Day
- Memorial Day/Red/White/Blue
- Graduation/Prom



## DAYS TO REMEMBER

**1st National Loyalty Day** – Do something nice for your loyal clients.

**4th Kentucky Derby** – Plan ahead and promote spray tans for those in the area.

**5th Cinco de Mayo** – Ask clients on social media how they celebrate their Mexican-American Heritage. #cindodemayo

**6th National Nurses Day** - GET SOCIAL: Give nurses a shout out! Post pics of nurses you have spray tanned. #NationalNursesDay

**7th National Teacher Appreciation Day**- Offer a discount for the teachers in your area this week. Promote your Gift Certificates (students can purchase for their teachers).

**11th National Dog Mom's Day** - Ask clients to post pics of their dogs on social media. #nationaldogmomsday

**12th Mother's Day** – PLAN AHEAD: Run a social media competition by having your customers nominate a mother (or someone like a mother) to win a FREE spray tan. #MothersDay

**18th National Armed Forces Day** - Offer a \$5 discount to all Armed Forces service members. #ArmedForcesDay #America #USA

**20th National Rescue Dog Day** - Ask your clients to donate to your cause and receive \$5 off their spray tan. Shelters always need donations. Financial donations are always welcome. Most shelters have a list of constant needs, such as blankets, bleach, toys, treats, and leashes. #rescuedogday

**27th Memorial Day** - GET SOCIAL: Ask clients to pay tribute in remembrance of service members by posting pics. #HappyMemorialDay

**31st National Smile Day** - Post pictures of all of your clients with their big smiles about their spray tans! Promote teeth whitener if you offer it. #nationalsmileday

## LOOKING AHEAD START CREATING CONTENT NOW!

- End of School
- Summer
- Vacations
- Warm Weather
- Father's Day

## PRODUCT SPOTLIGHT



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