Hallmark KEEPSAKE ORNAMENT CLUB

2027 KOC Calendar of Benefits

NOVEMBER 2026	DECEMBER 2026	JANUARY	FEBRUARY	MARCH	APRIL	MAY
• Enrollment for 2027 KOC opens 11/4 • Upon enrollment, receive access to purchase 2026 KOC exclusives while supplies last • Welcome packet ships upon enrollment, including a $5 off $10 coupon • Connect with artists and fellow fans on our private 2027 KOC Facebook Group	• Connect with artists and fellow fans on our private 2027 KOC Facebook Group	• Enroll by 1/15 to be one of the first to receive your Dream Box and Dream Book in April • For Keeps email eNewsletter • Connect with artists and fellow fans on our private KOC Facebook Group	• For Keeps email eNewsletter • Connect with artists and fellow fans on our private KOC Facebook Group	• Quarterly For Keeps digital mailing arrive • For Keeps email eNewsletter • Connect with artists and fellow fans on our private KOC Facebook Group	• Dream Box begins shipping, including your Dream Book and a $5 off $10 coupon • For Keeps email eNewsletter • Connect with artists and fellow fans on our private KOC Facebook Group	• For Keeps email eNewsletter • Connect with artists and fellow fans on our private KOC Facebook Group

JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
• Quarterly For Keeps mailing arrives, including a $10 off $30 coupon • For Keeps email eNewsletter • Connect with artists and fellow fans on our private KOC Facebook Group	• Exclusive early access: Shop Ornament Premiere in-store before anyone else • 2 KOC-exclusive ornaments release at Ornament Premiere • Get KOC-exclusive Bonus Points at Ornament Premiere • Enrollment for 2027 KOC closes 7/31 • For Keeps email eNewsletter • Connect with artists and fellow fans on our private KOC Facebook Group	• For Keeps email eNewsletter • Connect with artists and fellow fans on our private KOC Facebook Group	• Quarterly For Keeps mailing arrives, including a $10 off $30 coupon • For Keeps email eNewsletter • Connect with artists and fellow fans on our private KOC Facebook Group	• Exclusive early access: Shop Ornament Debut in-store before anyone else • 2 KOC-exclusive ornaments release at Ornament Debut • Get KOC-exclusive Bonus Points at Ornament Debut • For Keeps email eNewsletter • Connect with artists and fellow fans on our private KOC Facebook Group	• Quarterly For Keeps digital mailing arrives • For Keeps email eNewsletter • Connect with artists and fellow fans on our private KOC Facebook Group • 2028 KOC enrollment opens	• For Keeps email eNewsletter • Connect with artists and fellow fans on our private KOC Facebook Group • 2027 membership benefits end 12/31!