

2026 Shop Maryland Tax-Free Week Toolkit

Campaign Snapshot

- **Dates:** Sunday, August 9 – Saturday, August 15, 2026
- **Theme:** Save on Essentials
- **Savings:** No 6% MD sales tax on clothing & footwear \$100 or less, plus the first \$40 of any backpack/bookbag
- **Hashtag:** #ShopMDTaxFree
- **Tag:** @MDComptroller
- **Learn more:** MarylandComptroller.gov/Programs

How to Use This Toolkit

Copy and paste any of the sample posts below, or adapt them in your own voice. Pair each post with a campaign graphic (see the [Comptroller of Maryland Social Media Toolkits Page](#)). Include the **#ShopMDTaxFree** and tag **@MDComptroller** so we can find and reshare your posts.

Sample Posts

1. Teaser Post (post 1–2 weeks before)

"Mark your calendars. Shop Maryland Tax-Free Week begins August 9 and continues through August 15. Prepare for the upcoming school year by saving on qualifying clothing, footwear, and backpacks. #ShopMDTaxFree"

2. Kickoff Post (Sunday, Aug. 9)

"Shop Maryland Tax-Free Week is officially underway. Through August 15, Maryland's 6% sales tax does not apply to qualifying clothing and footwear priced \$100 or less, as well as the first \$40 of any backpack purchase. Take advantage of these savings on essentials. #ShopMDTaxFree @MDComptroller"

3. Mid-Week Reminder

"Shop Maryland Tax-Free Week continues through Saturday. Qualifying clothing



and footwear priced \$100 or less remain exempt from the state's 6% sales tax — a timely opportunity to complete your back-to-school shopping. #ShopMDTaxFree"

4. Contest Promo (during entry window, July 15–Aug. 1)

"Enter the Maryland Tax-Free Week Video Contest for a chance to win up to \$1,000 toward back-to-school expenses. The contest is sponsored by the Maryland Retailers Alliance, and entries are being accepted through August 1. Details are available at MarylandComptroller.gov/Programs. #ShopMDTaxFree"

5. Last-Chance Post (Saturday, Aug. 15)

"Today marks the final day of Shop Maryland Tax-Free Week. Take advantage of the remaining hours to save on qualifying clothing, footwear, and backpacks before the state's 6% sales tax exemption ends. #ShopMDTaxFree"

Newsletter Blurb

Subject: Shop Tax-Free and Save on Essentials

Body:

Mark your calendars! Shop Maryland Tax-Free Week will take place from Sunday, August 9 through Saturday, August 15, 2026. During this period, qualifying clothing and footwear priced \$100 or less, along with the first \$40 of any backpack or bookbag purchase are exempt from Maryland's 6% sales tax.

This year's campaign theme, Save on Essentials, highlights the opportunity for families to prepare for the upcoming school year while reducing back-to-school expenses.

Marylanders are also invited to participate in the Maryland Tax-Free Week Video Contest for a chance to win up to \$1,000 toward back-to-school costs. Entries will be accepted between July 15 and August 1, 2026.

Contest instructions, eligibility information, and the entry form can be found on the Comptroller of Maryland's programs webpage: MarylandComptroller.gov/Programs



80 CALVERT STREET ANNAPOLIS, MARYLAND 21401 410-260-7801 1-800-552-3941 (MD)
MARYLAND RELAY 711 TTY 410-260-7157 BROOKE@MARYLANDTAXES.GOV WWW.MARYLANDTAXES.GOV

Maryland Tax-Free Week Video Contest

Sponsored and administered by the Maryland Retailers Alliance in partnership with the Comptroller of Maryland, the contest invites Marylanders to share their best back-to-school savings tips for a chance to win cash.

- **Submission Window:** July 15 – August 1, 2026
- **Prizes:** \$1,000 (1st place), \$500 (2nd place), \$250 (3rd place)
- **What to Submit:** A short video (15–60 seconds) filmed at a Maryland retailer sharing a tip for saving money during Tax-Free Week, posted publicly on Instagram, Facebook, X, or YouTube. TikTok entries are not accepted.
- **Eligibility:** Open to Maryland residents 18+ (minors may enter with parent/guardian consent). No purchase necessary.
- **Full Rules & Entry Form:** MarylandComptroller.gov/Programs

Suggested Posting Calendar

When	Post Focus	Suggested Platform
Jul 15	Contest opens -- announce entry window	Facebook, Instagram, X
Aug 1–2	Teaser --Tax-Free Week is coming	Facebook, Instagram
Aug 9	Kickoff -- week begins	All channels
Aug 12	Mid-week reminder	Facebook, Instagram, X
Aug 15	Last chance -- week ends	All channels

Graphics & Assets

Shop Maryland Tax Free Week social media graphics and flyers sized for Facebook, Instagram, and X can be found in the Shop MD Tax Free Week section of the MarylandComptroller.gov/about/social-media-toolkits.

Engagement Tips

- Tag participating local retailers in your posts to extend reach.



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- Reply to comments and questions promptly or point people to the [FAQ Sheet](#).
- Reshare posts from @MDComptroller and the @MarylandRetailersAlliance during the week.
- Use Stories/Reels to remind followers of the deadline on the last day.

