



The Chamber is putting together an ***Ultimate Holiday Gift Guide, The Chamber's Picks, gifts for the Darien shopper.*** The guide will be in digital format to be shared on social media and other platforms. We want to include everyone, but you must respond to me with items needed by the due date given. It is really easy!!

If you do not sell "products", you can still be included. Be creative and come up with a way to package a "service". Gift certificates work for those members, shop retailers please choose an item.

Feel free to include an item FOR HIM *and* FOR HER. If enough interest, we will do a video gift guide.

Details:

The more who participate, the better this will be! Please take 5 minutes to snap a photo!

- Choose TWO favorite or top selling items in your store, one that will be in-stock through Christmas: An item or for him and an item for her. Or you can send one uni-sex item and will be in both guides.
- Take a photo of it on a solid white background and provide name of item.
- I do not need a price.
- Items cannot be photographed together. One at a time.
- email to me by 11/15 at execdirector@darienctchamber.com

Promos:

- We will promote on special e-blasts
- Everyone who buys a DCC town wide gift certificate will get a copy of the guide
- Shared all through the month on social media \, some items will be chosen to be in a video reel
- Hoping you will share the guide as well on your platforms
- Store names will be listed next to every item

This item doesn't need to be (and should not be) a discounted or sale item, you are not giving anything away... just an effort to get shoppers into your stores this holiday season and showcasing what you sell.

Again, due date 11/20. Once the creative is created, I cannot revise if you are late. Please submit correctly, I cannot include unless provided on a white background with name of item(s).

Thank you! Questions: execdirector@darienctchamber.com