



The Chamber is putting together *The Chamber's Picks: Ultimate Holiday Gift Guide* — a curated digital catalog featuring local gifts for the Darien shopper. The guide will be shared on social media and other platforms throughout the holiday season. We want to include **everyone!**

*To Be Included:*

1. **Photo Requirements**

- Close-up, transparent photos of individual products are preferred — think *catalog style*.
- Choose a top-selling or signature item that will be *in stock through Christmas*.
- Avoid photos of people wearing or holding the item when possible.

2. **For Services or Nonprofits**

- Logos are acceptable if you don't sell tangible products.
- If possible, include an image that best represents your service.

3. **Photo Background**

- Use a solid white background or provide a transparent image.

4. **Item Details**

- Include the **name of the item** and a **link** if it can be purchased online.
- Price is *not* needed.

5. **Gift Cards**

- While great gifts, they aren't very eye-catching in the guide — but you may submit one if that's your featured offering.

6. **Limit**

- Submit **ONE** item. The guide will be *unisex*.

**DUE DATE:** email to me by **11/17** at [execdirector@darienctchamber.com](mailto:execdirector@darienctchamber.com)

*Promotions*

- Featured in special Chamber e-blasts
- Included with every DCC town-wide gift certificate purchase
- Promoted all month long on social media (some items will be featured in a holiday reel)
- We encourage you to share the guide on your own platforms, too!

This is *not* a discount or sale promotion — you are simply showcasing what you sell and encouraging shoppers to visit your store this holiday season.

**Questions?** Email: [execdirector@darienctchamber.com](mailto:execdirector@darienctchamber.com)