



Local Gift Guide

Throughout the year BID will produce a local gift guide for various holidays. The Gift guide will feature 10 to 12 businesses with unique local items related to the campaign. The guide will include the photograph and a description of the item, and the name of the business. Each business will be linked to their directory page on the BID website.

Interested merchants can submit photographs and a description of each item related to the theme. Campaign dates and deadlines are listed below. Please read guidelines before submitting your photographs. From the submissions that we receive BID staff will pick the best items that fit with the theme of the promotion.

| Campaign Dates | Theme | Deadline |
|--------------------------|---|------------|
| March 12-31 | Get ready for Spring! Everything you need for your spring break vacation. | March 7 |
| April 30- May 13 | Mother's Day shopping Guide | April 20 |
| August 13-31 | Back to School/ Fall Shopping Guide | August 6 |
| November 19- December 24 | Christmas Shopping Guide | November 9 |

Submit photographs online at: www.downtowndurango.org/giftguide

Please complete all fields for consideration.

- Submit high resolution photographs of unique merchandise that is related to the campaign theme. (JPEG images with a width or height of no less than 1500 pixels but not exceeding 15 Megabytes.)
- Each item must include a short description to “sell” the item. What is unique about this item, what features does it have. Include details about colors and sizes. Write something appealing that will make someone interested in buying this product from you.

The BID staff will select 10-12 merchants for each campaign. BID will inform each business that were selected.

If you have questions about this promotion. Please contact Tanya at (970)375-5067 or by email at tanyac@downtowndurango.org