

DANVILLE PICKS

holiday gift guide

The Town of Danville, in partnership with the Danville Area Chamber of Commerce, have contributed towards the development of a Holiday Season Shopping Campaign that focuses on residents and customers pledge to support local businesses this holiday season.

Brick-and-mortar businesses are invited to participate in this campaign at a significantly reduced rate to showcase their unique products as holiday gifts directly to the local community.

Feature your hottest gift item
For only
\$50 or 2 for
\$75

PLUS

The Pledge to Support Local Holiday Campaign includes the following for participating businesses:

- A beautifully designed **Danville Picks Holiday Gift Guide** that will be printed and direct mailed to over 55K households in the Tri-Valley and feature a QR code that directly links customers to the recently launched Danville Business Directory.
- A digital flip book version of the gift guide will be featured on the Town of Danville, Danville Area Chamber of Commerce, and *Your Town Monthly* websites and social media platforms, and a link will be provided to encourage local businesses to share on their website and social media platforms.
- Each business listing will include a gift image of your most popular item, a detailed description, and technical support to update and maximize your business listing in the Danville Business Directory.
- Other direct marketing outreach includes print and social media advertising, radio announcements, marketing collateral graphics, and social media contests with prizes and engagement opportunities for customers.
- **"I Pledge to Support Local in Danville"** grassroots campaign will be launched during the campaign to focus resident's commitment to support Danville Businesses this holiday season. Marketing collateral will be developed, promoted online, and given to all participating businesses to share.



SAMPLE:
Actual cover will feature images from Danville businesses.



For more information, call Judy Mena at 707-330-3514 or email judy@yourtownmonthly.com



I PLEDGE TO *support local*

"I Pledge to Support Local" is a community grassroots effort to help restore our businesses and local economy that have suffered as a result of the COVID-19 pandemic.

GET THIS FACEBOOK FRAME!

Your profile photo.



On Facebook, go to your profile photo, click update, click add frame and search for **"Danville Pledge to Support Local"**

GOAL

Restore our Local Economy

Make a commitment to support our local business community by pledging to spend your holiday budget locally in Danville.

YOU

Create Your Wish List & Shopping List

Visit the Danville Business Directory to rediscover all the wonderful merchants in Danville, then make a list based on your holiday needs.

- ✓ Apparel & Accessories
- ✓ Activewear
- ✓ Beauty
- ✓ Bicycles
- ✓ Books
- ✓ Candy
- ✓ Crafts & Hobbies
- ✓ Floral & Garden
- ✓ Food / Drinks
- ✓ Hardware
- ✓ Household Goods
- ✓ Home Decor
- ✓ Jewelry
- ✓ Pet & Pet Lover Gifts
- ✓ Restaurant Gift Cards
- ✓ Salon & Spa
- ✓ Specialty Chain Items
- ✓ Toys and Games
- ✓ Musical Instruments & Lessons

SHARE

Share your **"I Pledge to Support Local"** stories and pictures to your favorite social media channels as a way of showing your personal commitment to helping restore Danville businesses.

SHOP

Scan this QR code with your cell phone camera or go to

www.livelocallydanville.com

to learn more about the **"I Pledge to Support Local"** campaign.



Scan with camera app