

Subject: Call for Discover Litchfield Hills Photography Submissions

Dear Photography Community,

We are excited to announce a new opportunity to showcase the beauty and vibrancy of the Litchfield Hills region... through your lens.

The ***Discover Litchfield Hills*** marketing initiative — a program that combines the marketing efforts of 21 towns through the Northwest Hills Council of Government — **has set aside an initial budget of \$2,500 to license locally-created stock photography/videography that showcases the best of this region.**

What is the team looking for?

Through our partnership with Miranda Creative, a respected travel/tourism agency, we are seeking high-quality, **people-focused images that capture the essence** of the Litchfield Hills experience — from outdoor recreation and agritourism to arts, culture, dining, and more.

What will be the licensing program?

We have spoken to a few regional talents. Based on their input and available budget, we will provide a standard use fee of \$50 per image/video loop to photographers/videographers whose submissions are selected for use.

How to participate?

We are excited to hear from you! **Please send the following to hgillen@mirandacreative.com:**

- **Name or business for proper crediting**
- **Region or specific location represented in images**
- **A link to your digital portfolio/lightbox (examples would be Pixieset or Canva)**

Deadline for submission is 11/21. We will promptly notify you if your work is chosen for the collection, and upon use, to ensure you receive fair compensation. We look forward to seeing your creative perspectives on all that the Litchfield Hills has to offer.

Have questions?

We are happy to answer them. Feel free to reach out at the email address shown above or call Hunter Gillen at (860) 887 6882.

Thank you for your support of the Discover Litchfield Hills initiative.

Sincerely,

Hunter Gillen and the community of Miranda Creative

Guidelines:

- **Resolution and Clarity:** Images should be high-resolution (300 DPI or greater for print, optimized for web where applicable) and visually sharp. Avoid blurry, pixelated, or low-resolution images as much as possible.
- **Lighting:** Proper lighting is essential. Photos should be well-lit, showing true colors and details without harsh shadows or overexposure. Natural light is often preferred when possible.
- **Variety:** Aim for a diverse range of shots, including wide shots, close-ups, lifestyle imagery, and product details. This will provide more options for different marketing applications.
- **File Naming:** Please name image files clearly and consistently (e.g., "ProductX-Lifestyle-01.jpg," "ServiceY-Benefit-02.png").

21 Represented Towns:

Barkhamsted | Burlington | Canaan/Falls Village | Colebrook | Cornwall | Goshen | Hartland | Harwinton | Kent | Litchfield | Morris | New Hartford | Norfolk | North Canaan | Roxbury | Salisbury | Sharon | Torrington | Warren | Washington | Winchester

Example Categories:

Our marketing will focus on the 5 categories in bold below. We have provided some examples in each category; however, please provide any photos you feel highlights the category or a local business, activity or event in the region.

1. Nature and Outdoor Recreation:

- Hiking and Biking
- Water Activities
- Winter Sports
- Scenic Drives and Fall Foliage
- Agrotourism/Agrotainment (Festivals, Fairs, PYO Fruits, Flower Cuttings)

2. Arts, Culture, and History:

- Historical Sites and Museums
- Galleries and Theaters
- Farms and Agrotourism
- Live Entertainment
- Tours and Guided Experiences e.g. Walktober

3. Food, Drink, and Lodging:

- Culinary Tourism
- Food Trucks
- , Bars
- Wineries Restaurants, Breweries
- Inns and Spas
- Bakery, Cafe, Coffee Shops

4. Shopping and Small Town Exploration:

- Antiquing and Boutique Shopping
- Strolling and Sightseeing
- Book Stores
- Thrifting

5. Family Friendly

- Kid's Activities
- Playgrounds
- Family Museums
- Learning and Education