

How to submit your Business Spotlight

A great way to tell your story and connect with the Chamber community.

This guide will help you know what to include and what to expect when you're ready to submit.

Writing your story

Length: up to 600 words

Quotes: Feel free to include quotes if they help tell your story.

Tone: Informative and authentic — think story, not sales pitch.

What to include

Every Business Spotlight should clearly answer:

- What does your business do?
- What makes it special?
- How can readers find or contact you?

If you'd like a little guidance, here are some optional prompts to get you started:

- What products or services do you offer?
- How long have you been in business?
- What's the story behind how your business started?
- Who founded the business, and what inspired them?
- What drives your work today?
- What sets your business apart?
- Why should fellow Chamber members consider your business?
- How are you involved in the community?
- Have you recently received awards or recognition?
- Are there milestones, anniversaries or events you'd like to highlight?

Looking for inspiration?

Browse recent Business Spotlights to see examples from fellow Chamber members at siouxfallschamber.com/business-spotlights



Helpful tip:

If writing isn't your thing, tools like ChatGPT or Microsoft Copilot can help you get started. Try answering a few of the questions above, then ask an AI tool to turn your responses into a short, third-person Business Spotlight (600 words or fewer).



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Images and logo

Photos help bring your Business Spotlight to life!

Please upload:

- Your company logo (.jpg or .png)
- Three to four photos that support your story (team photos, workspace, storefront, products, events, etc.)

A few helpful notes:

- Chamber staff will select one to three images based on what fits best in the layout
- Each image or logo file must be 2MB or smaller

After you submit

Here's what happens next:

Our team will review your submission and make light edits for clarity, length and style. Business Spotlights are scheduled based on availability and volume. While we can consider timing requests, specific publish dates can't be guaranteed. Most Spotlights are published within two months of submission.

A quick heads-up

By submitting your Business Spotlight, you're giving the Chamber permission to publish your article and selected images as part of the Business Spotlight series. Content may be edited for clarity and consistency, and submissions that don't meet guidelines may be returned or declined.

Questions?

If you'd like help shaping your story or have questions before submitting, Chamber staff is happy to help. Jill Blom, Director of Marketing & Communications can be reached at jblom@siouxfalls.com.



Ready to submit?

When you're ready, you can submit your Business Spotlight at: siouxfallschamber.com/submit-your-business-spotlight or by scanning the QR code.