



**City of Baltimore Chamber of Commerce  
Cufflink & Charm Bracelet  
*Distributor: Target Marketing***

**Objective:** To design and manufacture a creative gift idea to recognize and thank city donors for their generosity.

The City of Baltimore's Chamber of Commerce Distributor worked with Dion to design and manufacture crab and sailboat shaped cufflinks and charms that would be the first installment of an annual program to take 12 elements of the City of Baltimore logo and create jewelry items out of them. The men received cufflinks and women received charm bracelets. Multi-year donors would then have the chance to "collect" the various custom jewelry pieces as new installments were created in future years.