

Girl Scout Cookie Flavor Fest 2024 Partner Information Packet

Each February, Girl Scouts of Southwest Texas (GSSWT) partners with local restaurants/venues during Girl Scout Cookie Season to offer the public their favorite and beloved Girl Scout Cookies—with a twist.

Partners create a tasty Girl Scout Cookie-inspired bite, drink, or pairing during Girl Scout Cookie Flavor Fest, which this year is **February 16-25, 2024**. Envisioned as a “tour” of the city’s favorite restaurants and night spots, partners can make their Girl Scout Cookie creation available for the entirety of the event or for selected days.



GSSWT starts an intensive marketing campaign to promote the Girl Scout Cookie Flavor Fest beginning each January. In addition, partners will receive a toolkit with materials to help them promote their Girl Scout Cookie creation. This is one way we as a council can support local businesses, and all we ask is that partners to purchase the cookies they need at \$5 a package from our council’s Girl Scouts to help them achieve their goals.

Why Participate?

1. It’s fun! We love seeing the creative concoctions/pairings area chefs and venue owners come up with each year.
2. Girl Scout Cookies are sold for a short time every year, which increases demand.
3. Having a Girl Scout Cookie product available may serve as an incentive for customers to try your restaurant!
4. Align your brand with the largest nonprofit leadership organization for girls and women in the United States and one of the most recognizable brands in the world.
5. All Girl Scout Cookie sale proceeds stay local. The Girl Scout Cookie Program teaches girls about entrepreneurship as they have fun learning essential skills such as money management, goal setting, people skills, decision making, and business ethics.

What You’ll Get

- Logo recognition on the [Girl Scout Cookie Flavor Fest website](#), linked to your website.
- Recognition during media coverage (lifestyle shows, web content, and interviews).
- Limited opportunity to attend and participate in media interviews.
- Recognition in GSSWT’s quarterly direct mail newsletter (sent to ~10,000 households).
- Recognition in GSSWT’s monthly e-newsletter (sent to ~4,800 volunteers).
- Social media recognition and mentions across all GSSWT platforms (Facebook ~14,320 followers, Instagram ~2,830 followers, X/Twitter ~2,110 followers, and LinkedIn ~785 followers).
- Ability to be voted as having the best Flavor Fest entry by members of the community, which we will promote on our social channels.

How to Participate

1. **Complete the [Letter of Agreement \(LOA\)](#)** on Pages 5-6 of this packet or online at the link provided.
2. **Choose your favorite Girl Scout Cookie flavor(s).** You may already have one(s) in mind, but don't worry—we'll bring you a box of [each cookie our council sells](#) to help inspire you.
3. **Create a delicious cookie concoction.** We encourage creativity!
4. **Create at least one sample cookie concoction to be photographed (by you) for publicity purposes.**
5. Tell us about your cookie concoction by **completing the [2024 Girl Scout Cookie Flavor Fest Partner Form](#)** (not to be confused with the LOA). **You will need as much information as possible as soon as possible, including the cookie concoction name, description, price, cookie(s) used, dates available, and a photo of the item to be included on the website and other promotional materials.** This is also where you will request any materials you need from us to help you promote your item. (More on those options in the next section.)
6. **Purchase your Girl Scout Cookies!** If you know a local Girl Scout, we encourage you to buy them from her. If you don't know a Girl Scout, we will connect you with one so that you can receive what you need, when you need it.
7. **Sell your cookie concoction between the dates of February 16-25** (selling outside of this timeframe requires a specific agreement with GSSWT), and help us tell San Antonio about your delicious creation!

Important Dates

DATE(S)	ACTION
January 3-19	Initial Girl Scout Cookie delivery – one box of each variety for you to experiment with to come up with your creation.
January 24	Preferred deadline to place your cookie order from a local Girl Scout for receipt within two weeks.
Friday, January 26	Preferred deadline to complete 2024 Girl Scout Cookie Flavor Fest Partner Form and provide GSSWT with the following information: business logo and cookie concoction name, description, price, photo, and dates available.
Wednesday, January 31	Final deadline to place your cookie order from a local Girl Scout for receipt within two weeks.
Friday, February 2	Final deadline to complete 2024 Girl Scout Cookie Flavor Fest Partner Form and provide GSSWT with the following information: business logo and cookie concoction name, description, price, photo, and dates available.
Week of February 12	Press release sent to area media outlets showcasing partners and cookie concoctions, and appearances on lifestyle TV shows. (Dates may vary.)
February 15	<ul style="list-style-type: none"> • Follow-up press release of event showcasing partners and cookie concoction. • Social media contest begins. • Voters' Choice poll goes live on website.
February 26	Social media contest winner and Voters' Choice poll winner announced on GSSWT social media channels.

Amplify Your Reach

To help you promote your participation, we provide a social media toolkit—www.girlscoutcookieflavorfest.org/social-media-toolkit—with the graphics for Instagram, Facebook, and X/Twitter.

Complimentary, optional items you can choose:



Table menu cards (4"x4") featuring your item(s). (Pictured at left)

Standing Promo Sign (10"x10") featuring your cookie concoction(s) and naming you as an official participant in 2024 Girl Scout Flavor Fest. This is great to place at a hostess stand or on a counter near a register. (Pictured at right.)



Large Cookie Cutout Sign (5'x3') featuring the Girl Scout Cookie used in your cookie concoction to use for promotion and to encourage social media interaction. *We have a limited supply available.* (Pictured at right. Gray area denotes the cut-out section.)



Social media contest

Customers who enjoy one (or more!) cookie concoction featured in the 2024 Girl Scout Cookie Flavor Fest can enter a chance to win a year's worth of Girl Scout Cookies (52 packages).

All they have to do is:

1. Take a photo of one of the participating venue's cookie concoction (preferable with themselves in the photo).
2. Post it on [Facebook](#), [Instagram](#), or [Twitter](#).
3. Tag Girl Scouts of Southwest Texas (@GirlScoutsSWTX) and/or use the hashtag #GSFlavorFest. Voters can also send screenshots of their posts via direct message on our social accounts.
4. On February 26, we will randomly select a winner.

PLEASE NOTE: You must have a public profile for us to be able to see your tagging and/or hashtags. That is the only way to effectively participate. If this is not feasible, you may send your photo to us via a direct message on one of our social sites.

For every photo you post from a Girl Scout Cookie Flavor Fest restaurant/venue, you'll earn a chance to win.

Voters' Choice Poll

Returning this year is our Voters' Choice Poll, where customers can vote for their favorite cookie concoction. The restaurant/venue with the most votes will be celebrating on GSSWT's social media channels, and those at the winning restaurant/venue have one of two options as a prize:

- A complimentary table at our [Lotería para Líderes fundraiser](#) on Saturday, April 20 (luncheon date and time TBD). This official Fiesta San Antonio event features shopping, food, and games of lotería, with proceeds directly benefitting the West Side Girl Scout Leadership Center.

OR

- A complimentary table at our [Trefoil 2024 fundraiser](#) in November (date TBD) honoring an area woman who has made a significant contribution to the community and represents the ideals and values of a Girl Scout. This is a more traditional luncheon with a who's who of San Antonio present. In 2023, we honored former Texas State Representative Leticia Van De Putte. More details to come.

Have any questions? Please contact us at communications@girlscouts-swtx.org.



LETTER OF AGREEMENT

PARTNER
AND
GIRL SCOUTS OF SOUTHWEST TEXAS

STATEMENT OF PURPOSE:

The purpose of this Letter of Agreement (hereinafter “LOA”) is to establish the terms and conditions under which organizer GIRL SCOUTS OF SOUTHWEST TEXAS (GSSWT) and _____ (hereinafter “Partner”) will participate in the 2023 Girl Scout Cookie Flavor Fest by creating and featuring a tasty Girl Scout Cookie-inspired bite, drink, or pairing, and purchasing Girl Scout Cookies from a GSSWT Girl Scout(s).

Criteria for Eligible Partners Include:

- Support the mission of Girl Scouting and the values as stated in the Girl Scout Promise and Law.
- Have a current food establishment permit with the City of San Antonio or surrounding cities.

TERMS OF AGREEMENT:

PARTNER agrees to:

- A general understanding GIRL SCOUTS OF SOUTHWEST TEXAS is the organizer of the Girl Scout Cookie Flavor Fest.
- Create at least one Girl Scout Cookie-inspired bite, drink, or pairing (hereinafter “menu item”) that is approved by GSSWT.
- Provide Partner logo, menu item name, description, price, photo, and dates available to GSSWT for approval by **February 2, 2024**.
- Grant GSSWT permission to use Partner’s copyrights, trademarks, and licensed materials for promotion.
- Observe the copyrights, trademarks, trade dress, and/or other intellectual property owned, licensed, or controlled by Girl Scouts of the USA and Girl Scouts of Southwest Texas.
- Provide order for Girl Scout Cookie packages by the deadline of **January 31, 2024**.
- Purchase cookies from a local GSSWT Girl Scout troop.
- Promote the Girl Scout Cookie Flavor Fest to relevant audiences via channels used to promote regular business including but not limited to paid print, website, and social media.
- Refrain from any promotion, sale, or distribution of the menu item beyond close of business on **Sunday, February 25, 2024**, unless a specific agreement is made with GSSWT.
- Refrain from any resale or redistribution to third parties of the menu item or any excess Girl Scout Cookie inventory purchased but not utilized during Girl Scout Cookie Flavor Fest.
- Refrain from the use of names of any individual Girl Scouts in advertising.

GIRL SCOUTS OF SOUTHWEST TEXAS agrees to:

- Lead the overall coordination of the Girl Scout Cookie Flavor Fest.
- Lead and expend budgeted funds for the marketing campaign to promote Girl Scout Cookie Flavor Fest.

- Grant Partner permission to use GSSWT’s copyrights, trademarks, and licensed materials for promotion of Girl Scout Cookie Flavor Fest.
- Commit staff time and financial resources to the initiative to include, but not limited to:
 - Website maintenance;
 - Graphic design and production of digital and print materials;
 - Media relations; and
 - Data accumulation and dissemination.
- Provide Partner with a Girl Scout Cookie Flavor Fest marketing and social media asset library to assist in promotion.
- Provide Partner with Girl Scout Cookie Flavor Fest promotional materials as specified in the Partner Packet, if requested.
- Include Partner logo on Girl Scout Cookie Flavor Fest marketing materials and website.
- Promote Partner menu item(s) through multiple delivery channels, including media, social media platforms, internal volunteer networks, and member-only mailings.
- Observe the right to grant final approval on menu item(s) and all marketing materials used to promote Girl Scout Cookie Flavor Fest.
- Provide additional support as needed or in a communications crisis related to Girl Scout Cookie Flavor Fest.

The terms and conditions in this document will remain in force from the date of signature from both parties until the parties agree to terminate the agreement or one party becomes ineligible per the criteria listed above.

For your convenience, you may sign the LOA and complete the form below online at

Yes! I would like to participate in the 2024 Girl Scout Cookie Flavor Fest.

Business Name: _____

Contact Name: _____

Physical Address: _____

City: _____ State: _____ ZIP Code: _____

Primary Phone #: _____ Alt. Phone #: _____

Email: _____

Signature of PARTNER Representative

Signature of GSSWT Representative

Signature

Date

Angie Salinas

Date

Chief Executive Officer

Girl Scouts of Southwest Texas

Printed Name

Title

Company