



February 24 to March 1, 2020

#GirlScoutCookieFlavorFest

#GirlScoutsBuildsLeaders

The Girl Scout Cookie Program teaches girls about entrepreneurship as they have fun learning essential skills like money management, goal setting, people skills and decision making, which sets them up for a lifetime of success.



Due to consumer demand, Girl Scouts of Southwest Texas (GSSWT) is partnering with local restaurants/venues to offer the public their favorite and beloved Girl Scout Cookies with a twist. Partners will create a tasty Girl Scout Cookie inspired bite, drink or pairing during the Girl Scout Cookie Flavor Fest happening February 24 to March 1, 2020. Envisioned as a “tour” of the city’s favorite restaurants and night spots, partners can make their Girl Scout Cookie creation available for the entire week or selected days. To participate, we request 25% of proceeds for every Girl Scout Cookie product purchased to provide low-income Girl Scouts with the tools they need to be successful leaders. We recommend partners purchase cookies from our girls to help them achieve their goals at \$4 per package.

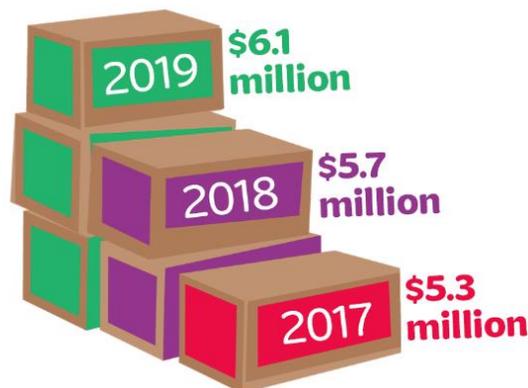
Girl Scouts of Southwest Texas will start an intensive marketing campaign to promote the Girl Scout Cookie Flavor Fest beginning January 20, 2020. In addition, partners will receive a toolkit with materials to help them promote their Girl Scout Cookie creation and support for future leaders.

Why Participate?

Become a local ally for San Antonio girls! Align your brand with the largest nonprofit leadership organization for girls and women in the United States and one of the Top 10 brands in the world.** No one builds girl leaders better than Girl Scouts! Plus, all Girl Scout Cookie sale proceeds stay local.

Girl Scout Cookies are sold for a short time every year, which increases demand. For more than 100 years, Girl Scouts and their enthusiastic supporters have helped ensure the success of the iconic annual cookie sale. Can we count you in?

Gross Sales for Girl Scout Cookies



*GSSWT sales only

**2018 World Value Index. How people Perceive Brand’s Purpose. <https://www.enso.co/worldvalue>



How Girls Benefit

To participate, we request 25% of proceeds for every Girl Scout Cookie product purchased to provide low-income Girl Scouts with the tools they need to be successful leaders. The population of girls who need financial assistance is growing. In Texas, more girls are living in poverty and low-income households today than ten years ago.

Particularly, low-income girls experience more emotional health problems, have lower educational outcomes over time and have less access to extracurricular activities, such as Girl Scouts, that promote positive development.

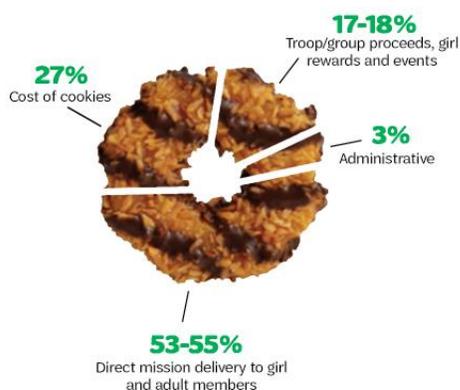
Girl Scouts is going above and beyond by targeting this population. In a non-traditional way, we are providing the Girl Scout Leadership Experience to girls by partnering with area school districts and other youth-serving organizations. One of our signature programs, Girl Genius, is an after-school tutoring program that helps girls who reside on the West side with their homework and introduces them to Science, Technology, Engineering, Art and Math (STEAM).

Girl Scouts is fun with purpose! The Girl Scout Leadership Experience (GSLE) gives our girls the opportunity to discover who they are, connect with others and take action to make San Antonio a better place. Our organization is known for its innovative partnerships with area school districts that allow us to provide a quality leadership experience to girls and young women who need Girl Scouting most. GSSWT's membership reflects the region's diversity by serving one of the highest percentages of Latina members in the country. At Girl Scouts, we believe that when girls succeed, so does society.



Future Female Entrepreneurs

How the Cookie Crumbles



Individual girls and troops set goals for the total number of cookies to be sold during the season. For each package sold by the girl or troop, they receive a percentage of the proceeds and they utilize the funds to complete their community service projects, go on field-trips, travel abroad or go camping.

Each Girl Scout Cookie package is \$4. We encourage partners to contact a Girl Scout to purchase cookies to help them meet their goal. If you don't know a Girl Scout, we are happy to connect you with one of our Girl Genius participants. Purchasing cookies directly from a

girl provides her with additional funds that power amazing experiences and leadership opportunities that otherwise she wouldn't have the chance to experience.

"Peru has opened my eyes to a world I never imagined; a world I wouldn't have entered without Girl Scouts and cookies. Cookies have helped me with all aspects of life, including goal setting, money management, and leadership. These are some of the many skills I used to go to the other side of the world."

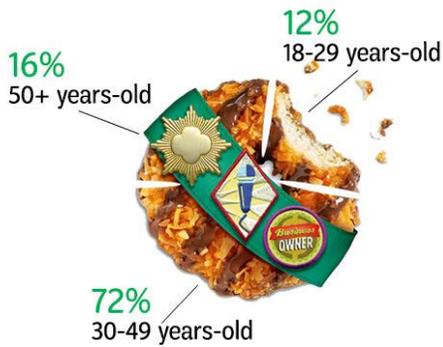
– Stella, Girl Scout Senior



Member Demographics & Potential Segment of the Audience

Headquartered in San Antonio, Girl Scouts of Southwest Texas (GSSWT) serves nearly **20,000** girls and adult volunteers in 21 counties.

GSSWT Adult Membership Age Range



*Membership Year 2019

GSSWT Average Household Income



*Membership, zip codes and census information was utilized. MY 2019



Join These Supporters!

Our nine patch partners support our mission to build girls of courage, confidence and character. These leading businesses want more for our local girls and have taken the lead in supporting patch programs in each company's area of expertise.



GSSWT also has a thriving community of Girl Scout alums, representing all industries, who advance the mission of Girl Scouts by advocating for our girls.

- Margaret W. Anaglia, Founder/Owner, Al's Gourmet Nuts
- Breanna Barrs, Co-Ancor, Fox News First
- Lauren Blevins, Senior Producer, KENS5 Eyewitness News
- Mary Rose Brown, Senior Vice President, NuStar Energy
- Jelynne LeBlanc Burley, President and CEO, The Center for Health Care Services
- Janie Gonzalez, President and CEO, Webhead
- Jackie Gorman, Senior Partner, Allen Austin
- Sondra Grohman, President and CEO, Shining Star ENERGY
- Shelly Miles, Host, News 4 San Antonio Living
- Sheryl Sculley, Former City Manager, City of San Antonio
- Marsha Shields, Co-Owner and Manager, McCombs Family Partners, Ltd.
- Dr. Cynthia Teniente-Matson, President, Texas A&M University-San Antonio
- The Honorable Leticia Van de Putte, President, Andrade-VandePutte & Associates
- Lisa Wong, Owner and Restaurateur, Rosario's Mexican Café y Cantina, Ácenar on The River Walk; and R Sala Bebida Botana Bar
- Suzanne Wade, Executive Vice President of Corporate Communications & Partner Stock Plan, H-E-B

...just to name a few



How to Participate



This year, Girl Scouts of Southwest Texas is partnering with local restaurants/venues to present the first-ever Girl Scout Cookie Flavor Fest. Partnering restaurants/venues will have the opportunity to showcase a tasty Girl Scout Cookie inspired bite, drink or pairing.

- 1** Choose your favorite Girl Scout Cookie flavor(s).
- 2** Create a delicious menu item(s). We encourage creativity!
- 3** Let us tell San Antonio about your delicious creation.

Create



Restaurants that commit will receive a sample package of Girl Scout Cookies to do research and create menu item(s).

Restaurants will also receive the NEW lemon-flavored cookie (under a strict embargo until January 7).



Menu item name, description, price and dates available must be submitted to GSSWT for approval and to be included on event website.



Brand Exposure

Align your brand with the largest nonprofit leadership organization for girls and women in the United States. No one builds girl leaders better than Girl Scouts!

Girl Scout Cookie Flavor Fest partners will receive:



Acknowledgement on all printed materials (rack card/menu passport) that will be distributed by girls during the cookie season.



Logo recognition on the Girl Scout Cookie Flavor Fest website linked to your website.



Logo recognition on all press releases.



Recognition during media coverage (lifestyle shows, web content and interviews).



Limited opportunity to attend one of the life-style shows to showcase your cookie inspired item.



Recognition in GSSWT's quarterly G.I.R.L. Talk newsletter (sent to 15,000 households).



Recognition in GSSWT's monthly e-newsletter (sent to 4,800 volunteers).



Listed in the 2020 GSSWT Annual Report.



Social media recognition and mentions across all GSSWT platforms (Facebook 7,486 followers, Instagram 1,700 followers and Twitter 2,018 followers). *see more on social media contest pg. 12

Delicious and teaches leadership?

That's one smart cookie.



This year, the world's largest girl-led entrepreneurial program has two additional sweet media opportunities:

1

The launch of a NEW cookie.

2

The launch of NEW packaging.

Restaurants that commit will receive sample packages of Girl Scout Cookies to do research and create menu item(s), including the NEW lemon cookie! (under strict embargo until Jan. 7, 2020).



Amplify Your Reach

To help you promote your participation, we'll provide a link to an asset library with the following items:

-  Girl Scout Cookie Flavor Fest logo in various file formats
-  GSSWT logos and images to be used for collateral materials
-  Social media content with images
-  5x7 feature menu card (template)
-  Media release template

Optional:

-  Sign(s) to promote and encourage social media interaction (see sample images below, all materials will be stand-alone signs)
-  Arrange to have a table and staff providing information about Girl Scouts
-  Arrange to have Girl Scouts selling cookies





Copyright and Trademark Information

Girl Scouts is a beloved, iconic brand. Few brands are strong enough to be identified simply by a color or a shape, but we have both the unique shade of "Girl Scout green" and the singular Girl Scout Trefoil symbol working for us. With everything we create, we aim to stay true to our brand and the values it represents--leadership, sisterhood and inclusion. Everyone in Girl Scouting--including our partners--has a role in protecting the Girl Scout name and marks against unauthorized, inconsistent and unlicensed use.

Girl Scouts has the sole and exclusive right by virtue of its Congressional Charter, 36 U.S.C. § 80301 et. seq., to have and use all service marks, trademarks, emblems, badges, descriptive or designating marks, and other words now or heretofore used in carrying out its program and is the owner of the GIRL SCOUTS name, service mark, and trademark, and of all other associated names, marks, slogans, insignias, logotypes and designs, including but not limited to the distinctive TREFOIL design mark, the GSUSA uniforms and other indicia, the names and marks "Girl Scouts of the United States of America," and such trademarks and service marks as GIRL SCOUT COOKIES.

Unless otherwise noted, all materials, including images, illustrations, designs, icons, photographs, video clips, and written and other materials contained on any Girl Scout site, are protected by copyrights, trademarks, trade dress, and/or other intellectual property owned, licensed or controlled by Girl Scouts of the USA.

This includes the terms GIRL SCOUT COOKIE, GIRL SCOUT COOKIE PROGRAM and all cookie flavor names and images, which may not be used without express permission from the national organization or a chartered regional council.





Important Dates

An intensive marketing campaign to promote the Girl Scout Cookie Flavor Fest will begin Monday, January 20. All media mentions are pending.

DATE	ACTION	CHANNEL
Mid-Jan.	Add event information on community calendars (20+)	
mid-Jan.	Promotion of Girl Scout Cookies at lifestyle shows with mention of the event	<ul style="list-style-type: none"> • SA Live • San Antonio Living • Great Day SA • Fox News First • Univision Edicion Digital • KENS5 Morning News
Jan. 27	Follow up news release of event showcasing partners and menu item(s)	<ul style="list-style-type: none"> • ALL News
Feb. 3 	Preferred deadline to provide cookie order for receipt within 2 weeks	
Feb. 3	Social media influencer promotion	<ul style="list-style-type: none"> • @yelpsanantonio • @s.a.foodie • @SAfood.e • @safoodbites • @sanantoniomunchies • @s.a.vory
Feb. 10 	Final deadline to provide cookie order	
mid-Feb	Promotion of the cookie event with a partner showcasing their menu item(s)	<ul style="list-style-type: none"> • SA Live • San Antonio Living • Great Day SA • Fox News First • Univision Edicion Digital • KENS5 Morning News
March 2	Audience social media contest deadline at 11:59 p.m.	



Audience Social Media Contest



It's time to sweeten your social media game!

Facebook, Instagram & Twitter

@GirlScoutsSWTX

#GirlScoutCookieFlavorFest #GirlScoutsBuildsLeaders

We're giving away an entire year's worth of cookies (YES! 52 packages of Girl Scout Cookies) when you share all the yummy details of your Girl Scout Cookie Flavor Fest adventures.

1. Go to a participating restaurant/venue February 24 – March 1 and order a Girl Scout Cookie inspired concoction.
2. Snap photos of yourself enjoying the cookie love.
3. Post the best one to Instagram, Facebook or Twitter with #GirlScoutCookieFlavorFest and #GirlScoutsBuildsLeaders hashtags
4. And, YUM — you're entered to win.

For every photo you post from a Girl Scout Cookie Flavor Fest restaurant/venue with #GirlScoutCookieFlavorFest and #GirlScoutsBuildsLeaders you'll earn a chance to win.

Sorry, multiple posts from the same restaurant on the same account will only count as one entry. The deadline to post is March 2 at 11:59 p.m. One winner from each social media platform will be selected to receive 52 packages (one per week): Facebook, Instagram & Twitter.





FAQs

How many packages of cookies are in a case?

For all varieties of our cookies, there are 12 packages per case. The size and weight of the case varies by cookie.

Are Girl Scout Cookies kosher?

All Girl Scout Cookies baked by Little Brownie Bakers are certified as kosher dairy except Thin Mints® Girl Scout Cookies, which are certified kosher pareve.

Why are some Girl Scout Cookies packaged differently?

The contemporary, glossy film overwrap is similar to, yet of a stronger thickness than, the protective wrapping found inside the boxes of other cookie varieties, and it is recyclable. Film overwrap packaging is currently the “greenest” packaging available for Girl Scout Cookies, helping to eliminate thousands of pounds of paperboard from the waste stream. By eliminating the paper carton, we’re reducing about 33% of material while preserving the quality and freshness of the cookies.

Can I take photos, illustrations or text from the Girl Scout website without permission?

No. Almost all photos, illustrations and text are copyrighted by Girl Scouts and require permission for use. Some material are copyrighted by third parties and may not be available for use. Always ask for permission first.

Do I need permission to use the Girl Scout service mark?

Yes, you do need permission to use the service mark. You should work directly with the Girl Scout council office for approval and assistance.

How is the Girl Scout Cookie Program valuable to girls?

When you buy Girl Scout Cookies, you power amazing experiences and life-changing opportunities for girls year-round. The more cookies you buy, the more you help Girl Scouts build skills as they begin to think like entrepreneurs and learn to take the lead. Girls gain skills from working with others, setting goals and interacting directly with the cookie customer! It's about the experience of running her very own cookie business, gaining five essential skills (goal setting, decision making, money management, people skills, and business ethics) as she learns to think like an entrepreneur.



LETTER OF AGREEMENT



PARTNER

and

GIRL SCOUTS OF SOUTHWEST TEXAS
2020

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 **PARTNER** will participate in the 2020 Girl Scout Cookie Flavor Fest by creating and featuring a tasty Girl Scout Cookie inspired bite, drink or pairing and provide GSSWT 25% of the proceeds for every Girl Scout Cookie product purchased between February 24 to March 1, 2020 or until the product is sold out, whichever is later.

CRITERIA FOR ELIGIBLE PARTNERS INCLUDES:

- 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

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 logo, menu item name, description, price and dates available to GSSWT for approval by _____
- 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
- Provide order for Girl Scout Cookie packages by the deadlines of January 13, February 3 and/or February 10
- Distribute Girl Scout marketing material to each Girl Scout Cookie product customer
- Provide GSSWT a minimum of 25% of the proceeds for every Girl Scout Cookie product purchased between February 24 – March 1 or until the product is sold out, whichever is later, by April 30, 2020
- Promote the Girl Scout Cookie Flavor Fest to relevant audiences via channels used to promote regular business
- Observe the embargo on the new Lemon-Ups cookie flavor (lifted at 10 a.m. on January 7, 2020)

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 the Girl Scout Cookie Flavor Fest
- Grant **PARTNER** permission to use Girl Scouts’ 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



- 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 marketing material to be distributed to each Girl Scout Cookie product customer
- Include **PARTNER** logo on Girl Scout Cookie Flavor Fest marketing materials
- 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 the Girl Scout Cookie Flavor Fest
- Provide additional support as needed or in a communications crisis related to the 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.

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

Contact Name: _____

Organization: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Primary Phone #: _____ Alt. Phone #: _____

Email: _____

Signature of **PARTNER** Representative

Signature of GSSWT Representative

Name

Title

Organization

 Date

 Angie Salinas
 Chief Executive Officer
 Girl Scouts of Southwest Texas

 Date





We Want to Hear from You!

Have any suggestions or ideas? We want to hear them!

Flor Salas, Director of Marketing & Communications
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Kailey Davis, Development and Communications Specialist

kdavis@girlscouts-swtx.org or

P: 210-349-2404 ext. 225

