

Girl Scout Cookie Palooza Partner Packet

How to Participate

1. **Complete the Letter of Agreement (LOA)** and submit with the [2027 Girl Scout Cookie Palooza Partner Form](#).
2. **Choose your favorite Girl Scout Cookie flavor(s).** You may already have one(s) in mind, here is a list of [each cookie our council sells](#) to help inspire you if you need it.
3. **Create a delicious cookie creation or pairing.** We encourage creativity! The name of your creation cannot use any Girl Scout Cookie trademarked name (branding guidance below).
4. Create at least one sample cookie creation to be photographed (by you) for publicity purposes.
5. Tell us about your cookie creation by **completing the [2027 Girl Scout Cookie Palooza Partner Form](#)**. This is also where you can request materials from GSME to help you promote your participation. (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. **Promote Cookie Palooza and sell your cookie creation(s) between the dates of March 15-April 30, 2026** (selling outside of this timeframe requires a specific agreement with GSME) and help us tell Maine about your delicious creation!
8. **Host a cookie booth** at your location to receive additional promotional benefits from GSME to drive customers to your business, including our popular online Girl Scout Cookie Finder!

Important Dates

DATE(S)	ACTION
March 1	Date you can begin ordering cookies from a local Girl Scout.
March 10	Deadline to complete the 2027 Girl Scout Cookie Palooza Partner Form and provide GSME with the following information: business logo and cookie creation/pairing name, description, photo, donation details, and dates available.
March 8-31	Ordering and delivery from local Girl Scouts — GSME uses a “Cookies Now” model so girls will have cookies on-hand to fulfill orders on the spot.
March 15-April 30	Ongoing media pitches to local media outlets showcasing partners and cookie creations.
March 15	<ul style="list-style-type: none"> • Cookie Palooza begins • Social media contest begins
April 28-30	<ul style="list-style-type: none"> • Social media contest ends/winners selected
May 1-8	<ul style="list-style-type: none"> • Follow-up press release/media • Social media contest winners announced

GSUSA and GSME Cause Marketing Promotional Guidelines

- No new products can be created that feature, include, or identify the product with the Girl Scout brand/marks or other Girl Scout intellectual property. Trademarked “Girl Scouts” or Girl Scout Cookie names can’t be used in the names of your Cookie Palooza creations:
 - DO say** *Chocolate Mint Mousse Tart*
 - DO say** *Caramel Coconut Cupcake*
 - Do NOT say** *Thin Mints® Cheesecake*
 - Do NOT say** *Girl Scout Chocolate Shake*
 - DO say** *Goopy Mint Cake Bar* made with Girl Scout Thin Mints® (You are stating a fact of the ingredients.)
 - Do NOT** take pictures of your creation(s) with the cookie boxes or cases
 - DO** take pictures with your creation(s) and cookies.
- Transparency is key —ensure your promotions include clear communications on the partnership and donations:
 - DO say** “\$1 from each purchase will benefit Girl Scouts of Maine”
 - DO say** “10% of the purchase price will benefit Girl Scouts of Maine”
 - Do NOT say** Vague language of “Proceeds benefit” or “Net Proceeds”
 - If there is a cap on the donation amount, it should be disclosed, i.e., “\$1 from every Cookie Palooza purchase will benefit Girl Scouts of Maine (up to \$1,000 total donation).”

Amplify Your Reach

- To help you promote your participation, **we will provide a social media toolkit** — with graphics to use across social or on your website.
- You may develop your own social media content and promotional materials according to GSUSA and GSME guidelines above. If you have questions or need help, we are here to support you.

Complimentary, printed items will be supplied to promote the sales of your creations within your establishment.

- 5 x 7 Menu Insert/Card(s) and/or
- 5 x 7 Table/Hostess Stand Tent(s)
- Window/Door Cling



Details for the 2027 Social Media Contest coming soon...

Questions? Contact Laura Genese at lgenese@gsmaine.org or 207-772-1177 or visit www.girlscoutsofmaine.org/cookiepalooza