

Girl Scout Cookie Palooza Partner Packet

How to Participate

1. **Complete the Letter of Agreement (LOA)** on the last two pages of this packet.
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 if you need it.
3. **Create a delicious cookie creation.** We encourage creativity!
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 [2025 Girl Scout Cookie Palooza Partner Form](#)** (not to be confused with the LOA below). You will need as much information as possible as soon as possible, including the cookie creation 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 creation between the dates of April 1-30** (selling outside of this timeframe requires a specific agreement with GSME) and help us tell Maine about your delicious creation!

Important Dates

DATE(S)	ACTION
February 10-March 10	Initial Girl Scout Cookie delivery—one box of each variety for you to experiment with to come up with your creation or pairing.
February 24	Preferred deadline to place your cookie order from a local Girl Scout.
March 15	Deadline to complete 2025 Girl Scout Cookie Palooza Partner Form and provide GSME with the following information: business logo and cookie creation/pairing name, description, price, photo, and dates available.
March 21	Final deadline to place your cookie order from a local Girl Scout.
March 22-30	Delivery of cookies by Girl Scouts
March 24-March 31	Press release sent and pitches to area media outlets showcasing partners and cookie creations.
April 1	<ul style="list-style-type: none"> • Cookie Palooza begins • Social media contest begins • Fan Favorite poll goes live on website
April 28-30	<ul style="list-style-type: none"> • Social Media contest ends/winners selected • Fan Favorite poll closes (April 30)
May 1-8	<ul style="list-style-type: none"> • Follow-up press release post Cookie Palooza • Social media contest winners announced • Fan Favorite winner announced

Social Media Contest Details

Customers who enjoy one (or more!) cookie creation featured in the 2025 Girl Scout Cookie Palooza can enter a chance to win a year's worth of Girl Scout Cookies (52 packages of core flavors).

All they must do is:

1. Take a photo of one of the participating venue's cookie creations (preferable with themselves in the photo).
2. Post it on [Facebook](#) or [Instagram](#)
3. Tag Girl Scouts of Maine @girlscoutsofmaine and participating partner location and/or use the hashtag #GSMECookiePalooza.
4. On May 1st, 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 Palooza restaurant/venue, you'll earn a chance to win.

Fan Favorite Poll Details

Our Fan Favorite Poll allows customers to vote for their favorite cookie creation. The public will vote on their Fan Favorite leveraging a donate-to-vote app. Each \$1 donation gets 1 vote toward their Fan Favorite.

The restaurant/venue with the most votes will be celebrated on GSME's social media channels, and those at the winning restaurant/venue will not only have bragging rights, but will also receive 4 (four) tickets to our Cookies & Cocktails events on June 5, 2025 at Aura in Portland.

Amplify Your Reach

- To help you promote your participation, we will provide a social media toolkit—with the graphics to use across social or on your website.

Complimentary, optional printed items you can choose:

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



Interested in participating or learning more? Contact Laura Genese at lgenese@gsmaine.org or 207-772-1177. Website page coming soon! www.girlscoutsofmaine.org/cookiepalooza

GIRL SCOUT COOKIE PALOOZA LETTER OF AGREEMENT

PARTNER AND GIRL SCOUTS OF MAINE

STATEMENT OF PURPOSE:

The purpose of this Letter of Agreement (here in after “LOA”) is to establish the terms and conditions under which organizer GIRL SCOUTS OF MAINE (GSME) and _____ (hereinafter “Partner”) will participate in the 2025 Girl Scout Cookie Palooza by creating and featuring a tasty Girl Scout Cookie-inspired bite, drink, or pairing, and purchasing Girl Scout Cookies from a GSME 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 or brewery establishment permit within Maine.

TERMS OF AGREEMENT:

PARTNER agrees to:

- A general understanding GIRL SCOUTS OF MAINE is the organizer of the Girl Scout Cookie Palooza.
- Create at least one Girl Scout Cookie-inspired bite, drink, or pairing (hereinafter “menu item”) that is approved by GSME.
- Provide Partner logo, menu item name, description, price, photo, and dates available to GSME for approval by March 15, 2025.
- Grant GSME 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 Maine.
- Provide order for Girl Scout Cookie packages by the deadline of February 24 or March 21, 2025.
- Purchase cookies from a local GSME Girl Scout/troop.
- Promote the Girl Scout Cookie Palooza 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 Wednesday, April 30, 2025, unless a specific agreement is made with GSME.
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 Palooza.
- Refrain from the use of names of any individual Girl Scouts in advertising.

GIRL SCOUTS OF MAINE agrees to:

- Lead the overall coordination of the Girl Scout Cookie Palooza.
- Lead and expend budgeted funds for the marketing campaign to promote Girl Scout Cookie Palooza.
- Grant Partner permission to use provided GSME’s copyrights, trademarks, and licensed materials for promotion of Girl Scout Cookie Palooza.

- 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 Palooza marketing and social media asset library to assist in promotion.
- Provide Partner with Girl Scout Cookie Palooza promotional materials as specified in the Partner Packet, if requested.
- Include Partner logo on Girl Scout Cookie Palooza 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.
- Reserve the right to grant final approval on menu item(s) and all marketing materials used to promote Girl Scout Cookie Palooza.
- Provide additional support as needed or in a communications crisis related to Girl Scout Cookie Palooza.

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 2025 Girl Scout Cookie Palooza.

Business Name: _____

Contact Name: _____

Physical Address: _____

City: _____ **State:** _____ **ZIP Code:** _____

Primary Phone #: _____ **Alt. Phone #:** _____

Email: _____

Signature of PARTNER Representative

Signature of GSME Representative

Signature

Date

Signature

Date

Printed Name

Laura Genese

Title

SVP of Marketing & Communications

Company

Girl Scouts of Maine