

The Girl Scout  
Cookie Program® is  
the largest girl-led  
business in the world.

Your Girl Scout cookie  
purchase equals  
amazing experiences  
for girls.

After an amazing response last year, Girl Scouts of Western New York is excited to bring the Hometown Heroes Project back this year, better than ever! It's a chance for local businesses to help our girls reach their entrepreneurial goals **and** thank local heroes and essential workers. Companies will have the opportunity to choose from four cookie Sponsorship levels and have the corresponding cookie donation delivered to heroes across WNY.

See the following pages for a breakdown of what is included in each tiered sponsor level!

For info or to become a Hometown Heroes Sponsor:  
**Tia Dabney,**  
*Development Coordinator –  
Corporate Partnerships,*  
at [tia.dabney@gswny.org](mailto:tia.dabney@gswny.org) or  
1-888-837-6410 x6078

# Hometown Heroes Project



Your support of our girls is crucial each cookie season and especially now. To show our appreciation, we are offering a vigorous press kit for every Sponsorship level of the Hometown Heroes Project. Each kit is packed with ways to showcase your support of our girls and heroes—on your website, social media, and beyond! Most important of all, your donation represents your company's investment in our girls and their success. The greater your investment, the greater the impact you'll have for our girls and our Hometown Heroes.

## 2022 Levels of Support

### Thin Mints Tier

\$5,000 = 1,000 packages

### Shortbread Tier

\$3,500 = 700 packages

### Caramel deLites Tier

\$2,500 = 500 packages

### Peanut Butter Patties Tier

\$1,000 = 200 packages

# Thin Mints Sponsor Level

## The Thin Mint sponsorship level will receive:

- Customized graphics featuring your company name for use on any social platform (Facebook, Instagram, LinkedIn, Twitter, etc.) and your company website.
- A copy of the customized press release that we will be sending to your local media and also featuring on our GSWNY blog available to our members and the public. The press release is a specific announcement about your donation. You will also be included in our group press release thanking all sponsors at the end of the program.
- A customized thank-you message from our GSWNY Girl Advisory Board, a group comprised of older Girl Scouts from across our council who speak on behalf of our membership, assist with creating programs, and vote on decisions at the national Girl Scout council.
- Inclusion on our gswny.org website sponsorship page.
- A thank-you post on our social media accounts.
- FAQs and talking points related to the cookie program to help you speak to the media about what benefit this creates for girls and the local heroes in your community.
- An invitation for you and your employees to attend our GSWNY Annual Meeting held in May to receive recognition at the event.
- A follow-up survey asking where you would like your cookies to be donated (possible choices include local non-profits, first responders, medical facilities, military/veterans, etc.)
- If possible, depending on privacy and availability, we may be able to include videos or photos of the hometown heroes receiving your cookies.



Your  
Thin Mint  
sponsorship  
investment:  
\$5,000

# Shortbread Sponsor Level

## The Shortbread sponsorship level will receive:

- Customized graphics featuring your company name for use on any social platform (Facebook, Instagram, LinkedIn, Twitter, etc.) and your company website.
- A copy of the press release thanking all sponsors at the end of the program that we will be sending to the media and also featuring on our GSWNY blog available to our members and the public.
- A customized thank-you message from our GSWNY Girl Advisory Board, a group comprised of older Girl Scouts from across our council who speak on behalf of our membership, assist with creating programs, and vote on decisions at the national Girl Scout council.
- Inclusion on our gswny.org website sponsorship page.
- A thank-you post on our social media accounts.
- FAQs and talking points related to the cookie program to help you speak to the media about what benefit this creates for girls and the local heroes in your community.
- An invitation for you and your employees to attend our GSWNY Annual Meeting held in May to receive recognition at the event.



Your  
Shortbread  
sponsorship  
investment:  
\$3,500

# Caramel deLites Sponsor Level

## The Caramel deLites sponsorship level will receive:

- Graphics for use on any social platform (Facebook, Instagram, LinkedIn, Twitter, etc.) and your company website.
- A copy of the press release thanking all sponsors at the end of the program that we will be sending to the media and also featuring on our GSWNY blog available to our members and the public.
- A customized thank-you message from our GSWNY Girl Advisory Board, a group comprised of older Girl Scouts from across our council who speak on behalf of our membership, assist with creating programs, and vote on decisions at the national Girl Scout council.
- Inclusion on our gswny.org website sponsorship page.
- FAQs and talking points related to the cookie program to help you speak to the media about what benefit this creates for girls and the local heroes in your community.
- Recognition at our GSWNY Annual Meeting held in May.



Your  
Caramel  
deLites  
sponsorship  
investment:  
\$2,500

# Peanut Butter Patties Sponsor Level

## The Peanut Butter Patties sponsorship level will receive:

- Graphics for use on any social platform (Facebook, Instagram, LinkedIn, Twitter, etc.) and your company website.
- A copy of the press release thanking all sponsors at the end of the program that we will be sending to the media and also featuring on our GSWNY blog available to our members and the public.
- Inclusion on our gswny.org website sponsorship page as a listed Peanut Butter Patties sponsor.
- FAQs and talking points related to the cookie program to help you speak to the media about what benefit this creates for girls and the local heroes in your community.



Your  
Peanut  
Butter Patties  
sponsorship  
investment:  
\$1,000