

# BENEFITS OF PARTICIPATION

As a 2021 Dessert First Chef or Sponsor, you will expose your restaurant/business to a group of affluent and engaged community members; our Dessert First attendees are invested in the Rio Grande Valley and play an active role in our community and its future.

## MARKETING BENEFITS: 2021 DESSERT FIRST CHANNELS

Recognition as 2021 Dessert First participant - Chefs and Sponsors  
Listing as 2021 Dessert First Chef or Sponsor in select associated print and electronic advertisements. Verbal recognition of restaurant and chef or Business/Corporation at event is widely available to attendees.

### Marketing channels may include, but are not limited to:

- Listing as 2021 Dessert First Chef/Sponsor in Dessert First Dedicated E-blast ----- 10,500+ distribution
- Listing as 2021 Dessert First Chef or Sponsor on on-site signage at Dessert First----- 500+ event attendees
- Listing as 2021 Dessert First Chef or Sponsor in Dessert First Program ----- 200-500+ distribution

## MARKETING BENEFITS: 2021 DESSERT SECONDARY CHANNELS

*\*ANTICIPATED 10,000 unique hits OVER 2 MONTHS.\**

- Listing as 2021 Dessert First Chef or Sponsor on Girl Scouts' website in association with 2021 Dessert First-----
- Listing as 2021 Dessert First Chef or Sponsors on Girl Scouts' Twitter and Facebook, Instagram and newly made TikTok accounts -----



For inquires or sponsorship opportunities  
email [vgarcia@gsgst.org](mailto:vgarcia@gsgst.org)