



Dear Prospective Sponsor:

We are thrilled to announce that our 7th annual event **Cookies & Castles Frisco: A Gingerbread Extravaganza** will be returning on **December 5, 2026!** Hosted by the North Dallas Area Alumnae Chapter of Delta Delta Delta, this cherished holiday event invites approximately 5,000 families from the surrounding area to kick off the season in a truly magical way. Guests of all ages come together to decorate gingerbread houses with an incredible array of sweet treats - far beyond what any store-bought kit can offer! Whether attending in person or through our drive-through experience, families will step into a winter wonderland filled with candy, warm beverages, festive music, and beloved holiday characters like Santa and his elves.

Cookies & Castles Frisco is more than just a fun and festive tradition – it's an opportunity to make a real difference in our community. 90% of our proceeds **directly benefit Scottish Rite for Children in Frisco**, helping provide life-changing medical care for children in need as well as supporting ongoing maintenance and care for the campus' facility dog, Falco. The remaining 10% (up to \$5,000) supports **Tri Delta's Foundation**, which aids both collegiate and alumnae members with transformational programs such as healthy body image or salary negotiation techniques. Thanks to the generosity of sponsors like you, we have **proudly donated approximately \$230,000** to our beneficiaries over the past six years!

Will You Join Us as a Sponsor?

We invite you to become part of this meaningful holiday tradition by sponsoring Cookies & Castles Frisco. Your support helps us create a **bigger, better, and more impactful event**, all while offering your business valuable brand exposure and community goodwill. Here's how you can get involved:

- **Sponsorships:** Contribute to key event elements such as gingerbread houses, candy, icing, t-shirts, or Santa's appearance, while receiving **premium marketing opportunities, brand visibility, and exclusive event perks.**
- **Financial Gifts or Grants:** Direct monetary donations that enhance the event and increase funds given to our beneficiaries.
- **In-Kind Donations:** Provide goods or services that benefit our event, guests, or committee - such as food, beverages, gift cards, or promotional items.
- **Be an Elf:** Purchase gingerbread kits for patients and families at **Scottish Rite for Children**, bringing holiday cheer to those undergoing treatment.

As a sponsor, you will receive **special event benefits**, including reserved seating or to-go kits, so you and your team can enjoy the event your support has helped create. Attached, you'll find a detailed sponsorship package outlining various opportunities and benefits. Our sponsorships are available on a **first-come, first-served basis**, but we also offer customizable options to maximize your company's recognition and impact.

Are you sponsoring as an individual or would you like to sponsor in someone else's honor or memory? We can help you create a unique logo!



Let's Connect!

Not sure which sponsorship option is the best fit? Our dedicated sponsorship committee is here to help! Feel free to reach out to us at CCFsponsorships@gmail.com with any questions or to discuss how we can tailor a sponsorship to align with your goals.

We truly hope you will **join us in making this 7th annual holiday tradition our most successful yet** - bringing joy to families and giving back to our community in a meaningful way. **To ensure you receive full sponsorship benefits, please respond by September 30, 2026.**

With holiday cheer and heartfelt gratitude,

Kelsi Gerwell

2026 Cookies & Castles Chair

Pansy and Pearl Charities Board of Directors:

Lori Collins, *Treasurer*

Kathy Rice, *President*

Amanda Thomas, *Assistant Treasurer*

Betsy Willis, *Secretary*

Scottish Rite for Children:

Christy Liles, *Director of Special Events*

Scan to learn more about a Scottish Rite for Children patient's journey at the Orthopedic and Sports Medicine Center in Frisco.





Get to Know Our Beneficiaries

Scottish Rite for Children Hospital

Scottish Rite for Children is a world-renowned leader in the treatment of pediatric orthopedic conditions, certain related arthritic and neurological disorders, and learning disorders, such as dyslexia. The Frisco location, specifically, houses the Center for Excellence in Sports Medicine which specializes in pediatric sports medicine. The Frisco campus also provides services through the fracture clinic, movement science laboratory, prosthetics and orthotics, and physical and occupational therapy. In 2025, the Frisco campus performed 1,645 surgeries, more than 46,000 clinic visits.



In 2022, we partnered with the hospital to completely fund the acquisition of a facility dog, Falco, and donations each year since are designated for the ongoing maintenance and care of Falco. Facility dogs assist both patients and staff by reducing anxiety, lowering blood pressure, providing an alternate focus, reducing feelings of loneliness, and many more important tasks! It is with great pleasure that we call Scottish Rite for Children our primary beneficiary for the exemplary care they extend towards their patients.



Tri Delta Foundation

Tri Delta's Foundation, supported 100% by Tri Delta sisters and friends, connects nearly 250,000 members with transformational programs, focused on healthy body image, mental health, campus safety, leadership skills, salary negotiation techniques, and resources for navigating life after college. Tri Delta's Foundation also provides academic scholarships and emergency financial support for sisters navigating unexpected challenges such as medical emergencies, job loss, and other significant life events. During the 2023-2024 academic year, Tri Delta's Foundation provided more than \$140,000 in emergency financial support, \$659,000 in academic scholarships, and over \$800,000 to Tri Delta's transformational programs. We are so proud to support our fellow sisters and foster growth in future generations.

