THE SCOOP TO SUCCESS BUSINESS PROGRAM™

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THE OVERVIEW

From Sips to Scoops – We've Got Your Party Covered!

Since 2017, our founder - backed by nearly two decades of industry experience, and our talented team have been perfecting the art of experiential event service business. From beautifully designed carts to unforgettable guest experiences, our mission has always been to deliver something truly special at every event whether a wedding, or a large scale brand activation.

Our dedication to our customers remains at the heart of everything we do. The countless awards and glowing reviews we've received are a reflection of our passion for creating the most engaging and interactive experiences in the industry.

Fast forward to 2025, with more than 85 Sip Social Co. locations across the U.S. and Canada, we're thrilled to introduce Scoop Social Co. - an experiential event rental business that is booming and serving up smiles, cones, and unforgettable moments across North America. With exciting new locations opening and partnerships forming with some of the biggest names in the industry, our mission is simple: to make every event a little sweeter, one scoop (or sip) at a time.

The reality of working a typical 9-5 job isn't appealing to entrepreneurs.

They don't want their earnings capped, and more importantly, working for someone else doesn't feed the burning passion for creativity and innovation.

That's probably why you're looking for something different. You're tired of doing good work for someone else, and you want to build something that is your own.

WHY EXPERIENTIAL EVENT BUSINESSES ARE EXPLODING

The beauty of the event rental business lies in its flexibility. Unlike traditional storefronts, running a event rental business doesn't mean being tied to fixed hours, your schedule revolves around the events you choose.

Some days you'll be serving smiles at sunny afternoon markets, and other times you'll be lighting up weddings or corporate events under the stars. You can enjoy breakfast with your family, tuck your kids in at night, or take a weekday off, all while growing a business that fits your lifestyle.

Scoop Social Co. offers licensed business opportunities in the booming event rental industry, a $67 billion-and-growing market filled with endless potential. By partnering with Scoop, you're not just starting a business; you're stepping into a proven system built to help you succeed from day one.

Launching your own experiential event business with Scoop means becoming your own boss while gaining access to our award-winning processes, training, and support. From marketing and operations to event execution and guest experience, we give you everything you need to thrive, no guesswork, just a clear path to success.

WHAT SCOOP OWNERS HAVE TO SAY

Barry & Melissa A.

We Booked Our First Event Before Training Was Even Finished

"What impressed us most about Scoop was how quickly the business started gaining traction. Within weeks of launching, we had wedding inquiries, corporate leads, and multiple weekend bookings lined up. The systems, branding, and support gave us confidence from day one."

Emma P

The Perfect Side Business That Became Full-Time

"We originally planned to run Scoop part-time until things picked up and we shifted into full-time operation, but two months into our first busy season, we realized the demand was much bigger than we expected. The flexibility and profitability allowed us to transition into operating Scoop full-time within our first year."

WHY NOW IS THE PERFECT TIME TO OWN A SCOOP LOCATION

The experiential events industry is growing rapidly as consumers, brands, hotels, and venues continue investing in premium guest experiences and unique activations. Scoop Social Co. is positioned at the intersection of luxury hospitality, experiential events, and mobile event activations — creating an exciting opportunity for entrepreneurs seeking a flexible, scalable business model.

WHY PEOPLE ARE BUYING NOW

- Premium experiential events are booming
- Corporate activations continue to grow
- Weddings are investing more into guest experiences
- Luxury hotels and venues are seeking experiential partners
- Exclusive territories are limited
- Early operators secure the strongest venue relationships
- First movers establish long-term market presence
- Once a territory is awarded, it is removed from availability

MOST SCOOP OWNERS START PART-TIME

One of the biggest advantages of the Scoop Social Co. business model is flexibility. Many Scoop owners begin operating their business part-time while maintaining their current careers or other ventures. As demand grows, operators have the ability to scale at their own pace and transition into full-time operation. This allows entrepreneurs to begin generating revenue without immediately leaving their current profession.

Unlike traditional brick-and-mortar businesses, Scoop offers:

- Low overhead
- Flexible scheduling
- Event-based operations
- No long-term retail lease
- High revenue potential per booking
- Turnkey systems and support
- Exclusive territory protection
- The ability to scale with part-time staff

TYPES OF EVENTS

From a few hours to several days, there's no limit to the variety or length of events your Scoop experiential event business can serve. While our carts can be a hit at almost any occasion, the events you'll likely serve fall into three main categories: weddings, social gatherings, and corporate functions.

There's never been a better time to enter into the fast-growing event rentals industry. Owning a Scoop experiential event rental business allows you to capitalize on the $325 billion spent annually in the United States alone on events and corporate meetings. Given that 42% of corporate event planners are expected to have bigger budgets than in previous years, there will be even greater opportunities for Scoop owners in the years to come!

WEDDINGS

Weddings are often the first thing people think of when starting an event rental business, and for good reason. Scoop Social Co. delivers a unique, interactive experience that guests will remember long after the last scoop is served. From intimate ceremonies to extravagant receptions, our carts fit seamlessly into the celebration, adding novelty, entertainment, and of course, delicious desserts.

SOCIAL

Social events cover a wide range of birthdays, bachelor or bachelorette parties, family reunions, retirement celebrations, and local festivals. No matter the occasion, our goal is the same: to bring outstanding service, interactive fun, and unforgettable desserts that keep guests smiling.

CORPORATE

Corporate events are another perfect opportunity for Scoop Social Co. From golf tournaments and grand openings to trade shows, product launches, and annual company parties, our carts provide a premium experience that highlights a brand while delighting guests. Companies choose Scoop because we deliver professional, five-star service that leaves a lasting impression, turning one-time events into repeat business.

ADVANTAGES OF LICENSING

People prefer the safe and familiar option when it comes to making important decisions. As a Scoop licensee you will receive the recognition that comes with a nationally established brand.

PROVEN SYSTEMS

We have developed easy to follow, scalable systems that fast track the launch of your new business while maximizing the overall opportunity for success.

BRAND POWER

Our national footprint means your new business will have brand recognition from day one.

TRAINING

We will teach you how to become an experiential events professional. You'll receive hands-on training in all aspects of the business, and have access to ongoing educational resources.

SUPPORT

You'll have graphic designers at your disposal, an experienced sales team to help you win big deals, and technical staff to call.

MARKETING

Scoop generates booking in our licensees markets through an array of marketing campaigns including digital, print, social media, and more.

REVENUE EXAMPLES

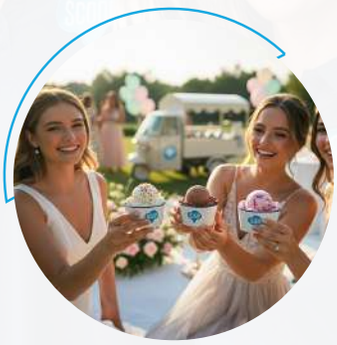
WEDDING

EVENT Wedding Reception **EVENT DURATION** 5 Hours

EVENT COST
$2,650

SCOOP COMMISSION (20%)
$530

YOUR TOTAL REVENUE: $2,120.00*



SOCIAL

EVENT Bridal Shower **EVENT DURATION** 3 Hours

EVENT COST
$1,500

SCOOP COMMISSION (20%)
$300

YOUR TOTAL REVENUE: $1,200.00*

CORPORATE

EVENT Golf Tournament **EVENT DURATION** 3 Days

EVENT COST
$7,200

SCOOP COMMISSION (20%)
$1,440

YOUR TOTAL REVENUE: $5,760.00*

CORPORATE

EVENT Brand Activation (Cart Lease) **EVENT DURATION** 1 Month

EVENT COST
$16,000

SCOOP COMMISSION (20%)
$3,200

YOUR TOTAL REVENUE: $12,800.00*

*Total revenue not inclusive of 20% gratuity added to all events

REVENUE PROJECTIONS
EVENT RENTALS

HOURS PER EVENT	3
RATE PER BOOKING	$1,500
EVENTS PER DAY	1
DAILY REVENUE	$1,500
EVENTS PER WEEK	2
WEEKLY REVENUE	$3,000
EVENTS PER MONTH	8
MONTHLY REVENUE	$12,000
EVENTS PER YEAR	96
ANNUAL REVENUE	**$144,000**
SCOOP COMMISSION (20%)	**$28,800**

*Projections based on 8 x 3 hour events per month

**Projections not inclusive of mandatory 20% gratuity

REVENUE PROJECTIONS
EVENT RENTALS

HOURS PER EVENT	**4**
RATE PER BOOKING	**$2,250**
EVENTS PER DAY	**1**
DAILY REVENUE	**$2,250**
EVENTS PER WEEK	**3**
WEEKLY REVENUE	**$6,750**
EVENTS PER MONTH	**12**
MONTHLY REVENUE	**$27,000**
EVENTS PER YEAR	**156**
ANNUAL REVENUE	**$351,000**
SCOOP COMMISSION (20%)	**$70,200**

*Projections based on 12 x 4 hour events per month

**Projections not inclusive of mandatory 20% gratuity

REVENUE PROJECTIONS
EVENT RENTALS

HOURS PER EVENT	4
RATE PER BOOKING	$2,250
EVENTS PER DAY	1
DAILY REVENUE	$2,250
EVENTS PER WEEK	4
WEEKLY REVENUE	$9,000
EVENTS PER MONTH	16
MONTHLY REVENUE	$36,000
EVENTS PER YEAR	208
ANNUAL REVENUE	**$468,000**
SCOOP COMMISSION (20%)	**$93,600**

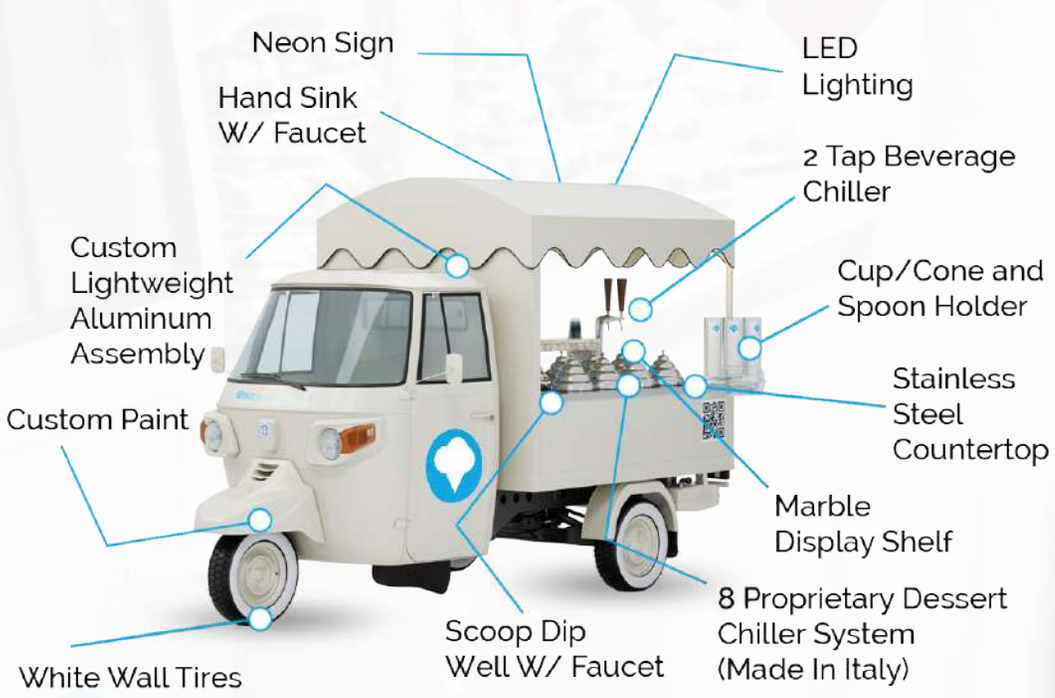
*Projections based on 16 x 4 hour events per month

**Projections not inclusive of mandatory 20% gratuity

THE TOTAL PACKAGE

The Scoop Social Co Licensee Program is a turnkey business program for entrepreneurs looking to capitalize on growing demand for experiential events. This program was carefully designed by experienced Event Rental professionals to give new licensees the value for their investment, including equipment, training, marketing, business coaching and ongoing support.

- Proven processes and procedures to ensure success
- With our turnkey equipment package, start generating revenue immediately
- Extensive in-person training and certification
- Exclusive operating territory, with significant room for growth
- Complete marketing campaigns and a custom website tailored to your local market
- A standardized and streamlined business model used by all licensees
- Scheduling and payment processing never chase your customers for payment again!
- Ongoing support and business coaching to ensure growth



TURNKEY ALL INCLUSIVE LICENSEE PACKAGE

~~$89,895.00 USD~~

$79,895.00 USD

Financing Options Available

THE SCOOP TO SUCCESS BUSINESS PROGRAM™

Our proven 6-step program will generate up to $94,000 in revenue your first year, and over $156,000 in your second year of operation.

PROVEN BUSINESS MODEL

Licensees work closely with our team of training, operations and marketing experts to launch and scale your business

LOW INVESTMENT

The low investment, combined with minimal overhead and high booking revenue results in paying off the investment in your first year of operation

NO FRANCHISE FEES

Don't give up your hard earned dollars. Our business model allows you to reinvest the revenue back into the company for further growth

COMPLETE PACKAGE

Our team of industry experts assembled the total operations package, including all equipment, training, marketing and ongoing support

MARKETING

WEBSITE

Scoop provides your business with a website optimized for your local market. Search Engine Optimization (SEO) is key to ensuring your business receives as much targeted visibility as possible. Your website will feature some of the most advanced SEO features found anywhere in the event rental industry.

SEO

Scoop invests heavily in SEO as an organic method to generate high quality and targeted service leads in your exclusive market.

OUTREACH

Scoop's corporate marketing team contacts hundreds of potential clients in your area on a monthly basis through call centre marketing, online presentations and client demonstrations.

ONLINE CAMPAIGNS

Partnering with the top platforms in the industry, we ensure that the Scoop name is synomous with event in each and every market where we expand. With the top national platforms like Wedding Wire and The Knot, each of the licensees are sure to benefit from the nationwide network of Scoop's independent owners.

TRAINING & SUPPORT

Becoming a successful Scoop Social Co licensee requires no previous experience. All new licensees begins their path to success by attending the mandatory Scoop University or Scoop U for short. By matching you with the absolute best professionals in the industry, rest assured you will be ready to launch with confidence.

Your journey begins with our exclusive two-day training course at the Scoop head office that is held monthly, or a regional location in the US that is held quarterly. Here you will meet with and learn from our team of seasoned experts, providing you a firm foundation for your new business. Not only will we cover the operation of the cart itself, but we will also cover topics including general marketing and customer service as well.

Scoop U is so much more than a training program. Our dedicated team will teach you the ins and outs of our industry so you are confident in your new venture.

The goal of Scoop U is too ensure that when you get home, you will able to hit the ground running knowing you have ongoing support of the largest and fastest growing experiential event rental businesses in North America. After graduating from Scoop U, licensees are assigned to a territory manager, and regional marketing coordinator, who will provide the knowledge and ongoing support to ensure that your business is a success.

LICENSEE PROFILES

THE FAMILY LICENSEES

The owner-operator keeps it in the family, running their Scoop business as husband-and-wife teams, sibling partners, or parents with adult children who are looking to earn extra income for their futures. No matter the team composition, they are fulfilling their entrepreneurial dreams. with their Scoop Social Co license.

THE EMPIRE BUILDER

Although these licensees may have kept their full-time jobs to start, they ultimately transitioned to Scoop full time. Driven by demand and their aspirations, they have expanded their fleet along with a staff of event attendants who can handle events on their own.

THE EXPERIENCED GENERATION

These owners are looking for way to start a new venture, but on their own terms. Being a licensee is the perfect way for them to harness their wealth of life experience. Unlike most jobs or businesses, Scoop owners can set their own hours, determine how much they want to work, and be their own bosses.

The above categories are the general groups we tend to attract, if you don't fall into one of them, don't worry, we also have a great mix of licensees with unique backgrounds!

QUALITIES OF A SUCCESSFUL LICENSEE

It may sound obvious, but to have success in a business venture it has to be a good fit, and for a business to be a good fit it should be something that the owner really enjoys doing and has an aptitude for. If you love what you do it's easy to put the time in to make your venture a success. The common qualities that we've seen in our most successful owners are:

- HARD WORKING
- AMBITIOUS
- PASSIONATE ABOUT THEIR COMMUNITY
- PROFESSIONAL
- TEAM PLAYERS
- HANDS-ON
- SELF-DISCIPLINED
- ORGANIZED
- EAGER TO LEARN NEW SKILLS

A DAY IN THE LIFE OF A SCOOP LICENSEE

One of the most enjoyable aspects of owning a Scoop experiential event rental business is that no two events are the same, which means that every day brings something new and exciting.

From serving handcrafted gelato and prosecco at a wedding to serving boozy gelato and beer at a golf tournament, our unique carts have seen it all. Each day, when you're not meeting fantastic people and hosting the best attraction at any event, you'll spend time networking, going over event details for upcoming events, and creating new opportunities to grow your business!

The flexibility of the life of a Scoop owner frees you to do all of your tasks in a time and manner that suits your lifestyle, answering only to yourself and your clients. If you feel like this opportunity is a good fit for you, then take the next step and schedule an informative screenshare with a member of the Scoop team!

THE PROCESS TO BECOMING A LICENSEE

1 INITIAL CONTACT/REVIEW INFORMATION GUIDE

The first step is to fill out a contact form on our website. Within 24 hours of submitting your information you will receive an email from a member of our team, along with an information guide outlining our expansion program. During this initial step you will get a better feel for the company and the opportunity to bring Scoop to your city.

2 INTRODUCTORY SCREENSHARE PRESENTATION

Qualified individuals interested in learning more about the company will be given an in-depth screenshare presentation. The presentation outlines who we are, what we do, and why Scoop represents a great business opportunity.

3 COMPLETE CONFIDENTIAL APPLICATION

After reviewing our expansion program details and completing the screenshare presentation, you will be asking to complete a confidential application to help us determine whether you would be a qualified Scoop owner.

4 INTERVIEW WITH LEADERSHIP TEAM

After reviewing your application, candidates that meet our ownership criteria, a call with a member of our leadership team will be scheduled. This individual is familiar with your territory and will discuss the market research gathered and initial launch expectations. We want to ensure that our owners are in constant contact with the leadership team throughout the journey, but especially during the launch. Not everyone is the right fit for Scoop, which is why we have to our best to qualify our candidates.

5 REVIEW AGREEMENT AND DUE DILIGENCE

Once we have deemed that you are a qualified ownership candidate, you will receive a copy of our partnership agreement outlining the terms and conditions of our partnership, along with the expectations that we have for the local aspect of operations. After reviewing the agreement, the next step is to schedule a one-on-one interview with a member of our corporate team. During this step, we will answer any remaining questions that you may have about becoming a Scoop owner.

6 ACCEPTANCE INTO THE OWNERSHIP PROGRAM

After your interview, our corporate team may take several days, or weeks, to interview additional qualified candidates in your market. Once all candidates have been interviewed, we will either contact you to thank you for your interest in becoming a partner and let you know that we have selected another candidate for the territory, or to congratulate you and let you know that you have been selected as a partner and will be owning, and operating, your very own Scoop experiential event rental business in your city!

7 ONOARDING, TRAINING AND LAUNCH

Congratulations! If you are at this step, you have been selected to become a Scoop owner for your city. Once all fees have been paid, we will onboard you into our licensee portal and provide you login access, get your cart into production queue, and arrange for your in-person training and certification. Our extensive 2-day training course can either be completed at our head office or a launch city near you. During this time, you will be taught everything that you need to know about operating your Scoop event rental business, the fundamentals of the industry, along with marketing practices to ensure a successful launch.

8 ONGOING MARKETING AND SUPPORT

Building a loyal customer base is a critical part of operating your business. At Scoop, our ongoing marketing campaigns are designed to increase exposure, grow revenue and help you build lasting relationships in your community. Marketing campaigns vary for each region, but include web lead generation, PPC marketing, email and call center marketing, trade shows, corporate promotions, event planning and many more. With the growth of each individual location, ALL members of the Scoop family nationwide benefit from the increased exposure.

At Scoop, we believe efforts to continue business growth never end. That is why we provide ongoing training to your new team members, marketing, support and so much more to ensure that each owner has the tools they need to be successful and stay miles ahead of the competition.

SCOOP

FREQUENTLY ASKED QUESTIONS

Do Scoop Owners Make Their Own Ice Cream?

No. Scoop locations source premium gelato and dessert products through approved local suppliers, eliminating the need for food manufacturing or commercial kitchen operations.

Can I operate my Scoop business part-time?

Yes. Many Scoop licensees begin operating part-time while maintaining their current careers or businesses. As demand grows, operators have the flexibility to scale into full-time operation at their own pace.

Is Scoop Social Co. a franchise?

No. Scoop Social Co. operates as a licensee program designed to provide entrepreneurs with flexibility, support, and exclusive territories without traditional franchise fees. Licensees benefit from operating under a growing nationwide brand while maintaining greater operational flexibility than a traditional franchise model.

Do I need experience in events, hospitality, or food service?

No prior experience is required. Many Scoop licensees come from completely different professional backgrounds. Scoop University and our ongoing support systems are designed to teach you the operational, marketing, and customer service aspects of the business from the ground up.

What types of events can Scoop serve?

Scoop carts are designed for a wide variety of events including:

- Weddings
- Corporate activations
- Golf tournaments
- Brand launches
- Hotel partnerships
- Private parties
- Festivals
- Social gatherings
- Trade shows
- Luxury hospitality events

What makes Scoop different from a traditional food truck business?

Scoop is positioned as a premium experiential event rental business focused on luxury guest experiences, interactive activations, and professional event service. Unlike traditional food trucks, Scoop events are typically pre-booked private events with premium pricing and lower daily operational overhead.

How are events booked?

Scoop provides marketing support, SEO, digital advertising, outreach campaigns, social media campaigns and lead generation systems designed to help generate inquiries in your market.

Will I receive an exclusive territory?

Yes. Each approved licensee receives an exclusive operating territory. Once a territory is awarded, it is removed from availability and cannot be sold to another operator.

Can I expand into additional territories?

Yes. Existing licensees in good standing may have opportunities to expand into additional territories as they grow their business.

How quickly can I launch my business?

Launch timelines vary depending on equipment production schedules, training availability, and onboarding completion. Many licensees are operational within a few months after completing the approval and onboarding process.

Do I need employees right away?

No. Many operators initially run events themselves or with family members. As bookings increase, licensees often expand with part-time event attendants and staff.

Are there ongoing franchise fees?

Scoop does not charge traditional franchise fees. Licensees operate under a revenue-sharing model tied directly to booked events.

What support does Scoop provide?

Scoop provides ongoing support including:

- In-person training and certification
- Marketing support
- Website development
- SEO optimization
- Sales support
- Operational coaching
- Scheduling and payment systems
- Branding resources
- Ongoing business development guidance

Can Scoop be operated as a family business?

Absolutely. Many Scoop locations are operated by husband-and-wife teams, families, or business partners looking to build a flexible lifestyle business together.

Do I need a storefront or retail location?

No. Scoop is a mobile experiential event business and does not require a traditional brick-and-mortar storefront or long-term retail lease.

THE NEXT STEP

We invite you to sit in on our no obligation **one-on-one screenshare presentation** to go over the licensee program in more detail. This online screen share presentation is held via Zoom, covering all aspects of Scoop's operations, marketing, licensee requirements, as well as leads and availability in your local market.

To schedule your presentation please go to **calendly.com/scoopsocialco**, alternatively you can call us at **1.800.965.0663** or email us at **hello@scoopsocialco.com**

SCOOP

THANK YOU!

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