

Celebrity Scoop

What is a Celebrity Scoop?

We came up with the idea for a Celebrity Scoop event 16 years ago to help local schools and organizations raise money for their charities and causes. We like to refer to them as "fun" raising opportunities in which we host a group or organization for an ice cream social /fundraiser. It is an extremely fun way to raise a significant amount of money for almost any cause, and it is a very memorable and affordable experience for all involved.

How does it work?

Celebrity Scoop takes place for 3 hours during an evening in our store.

Your group will provide up to 12 "celebrity scoopers". These should be high profile people who are well recognized in your organization, like teachers, principal, coaches, and team leaders. With the help of our staff these scoopers will get to work behind the counter serving ice cream and earning "Tips" that will increase your dollars earned.

We will work with you to select a date for your organization that falls on a Monday - Thursday evening from 6:00 to 9:00 PM.

In addition to the tips your scoopers raise Bert & Rocky's will also donate 20% of **all** store sales generated during the 3 hour celebrity scoop! (To qualify for 20%, sales must exceed \$200 for the 3 hours)

How much money can I raise for my group?

It is entirely up to you how much money you raise during your celebrity scoop. Part of your responsibility in creating a successful event is making a lot of people aware of it so they can support your efforts by coming in for ice cream. In other words, *promote, promote, promote*. We have had celebrity scoops that raised as little as \$300 and as much as \$1,200 in one evening! We can share with you more ideas on building attendance.

What types of groups can participate?

Scoop night is not for everyone. Your group/school needs to have a "support community" that will show up to buy ice cream so your sales grow. So if you have a special cause or charity that you would like to raise awareness and money for, in a really fun way, please contact us! We would love to host your group for a Celebrity Scoop

Options on next page

Options

On campus event

We come on campus with our team and a portable freezer to sell scooped ice cream. The school receives 20% of the sales for the evening. This works best when there is a "high attendance" event on campus like "back to school" or Science Fair or any event that brings lots of your families to campus.

Or - You scoop it

We will rent you our freezer and sell you the ice cream at our wholesale prices and you provide the scoopers, set your prices and keep all the revenue, it's easier than you think.

Freezer rental \$50 per event day (includes delivery & pick-up)

Wholesale Ice Cream ranges from \$30 to \$35 per 3 gal tub

The freezer will hold 6 flavors (tubs) with space to store 4 more back-up tubs underneath.

(Jr Scoops = 40-45 in a tub - our store price is \$2.95)

(Single Scoops = 35-40 in a tub - our store price is \$3.75)

Paper goods available at our cost -\$5.00 for bundles of 50 (bundles = 50 cups, 50 spoons & 50 napkins)

Have your students do the math problem to see how much they can make !!

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