



# 2021 Virtual Scoop-a-Palooza

July - National Ice Cream Month

Ice Cream Vendors - Get on the Scoop Trail

scoopapalooza.org @ScoopAPalooza

Scoop Vendor Partner –

We are excited for the July 2021 Scoop-a-Palooza presented by ACNB Bank. Based on what we know now, the Scoop Committee has determined the safest version of our event is to remain virtual. All proceeds from this event support the Greater Chambersburg Chamber Foundation a 501 (c) 3 supporting education, leadership development and workforce development. Our programs reach all school districts public and private while connecting our educators with local business.

This year we will be adding a virtual raffle with lots of cool prizes, a virtual Scoop t-shirt shop and a **collaboration with the Franklin County Library System & the Bookmobile**. We will be visiting libraries around Franklin County helping students to sign up for library cards while promoting literacy and education – similar missions to the Chamber Foundation.

We hope you will join us in this month-long ice cream adventure – either as a **returning ice cream vendor** or as a **new stop on the trail**. In 2020 we had 21 stops, and we hope to increase that number this year. There are three levels of commitment with a **deadline of Tuesday, June 1, 2021** to be included on our marketing materials.

## SCOOP COMMITTEE AMBASSADOR CONTACT INFO

NAME: \_\_\_\_\_

EMAIL: \_\_\_\_\_

## Yes – we want to join the 2021 Scoop Ice Cream Trail Map

Company Name \_\_\_\_\_

Contact Name & Title \_\_\_\_\_

Contact Phone \_\_\_\_\_ Email \_\_\_\_\_

Ice Cream Vendor Level      Single \_\_\_\_\_ **\$50 in gift cards** to use as event prizes

Double \_\_\_\_\_ **\$75 in gift cards** to use as event prizes

Triple \_\_\_\_\_ **\$150 in gift cards** to use as event prizes & in raffle

*I understand that the submission of this form confirms commitment from the company above as a 2021 Scoop-a-Palooza vendor.*

Signature: \_\_\_\_\_ Date \_\_\_\_\_

**Deadline of Tuesday June 1, 2021**

**To confirm your participation, mail form or scan via email to:**

Scoop-a-Palooza > Attn: Ginny Harriger

100 Lincoln Way East, Suite A, Chambersburg, PA 17201

[gharriger@chambersburg.org](mailto:gharriger@chambersburg.org)





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**Ice Cream Vendors - Get on the Scoop Trail**

[scoopapalooza.org](http://scoopapalooza.org) @ScoopAPalooza

Scoop-a-Palooza, now in its 12<sup>th</sup> year, benefits the Greater Chambersburg Chamber Foundation - a 501(c)3 organization supporting education, leadership and workforce development in Franklin County.

Here is how it works:

## **Eat Ice Cream, Support Local Business & Win Prizes!**

- 1) Grab a Virtual 2021 Scoop Ice Cream Trail map - view electronically or print
- 2) Plan out your July ice cream adventure. Visit one or all of the participating Scoop ice cream vendors
- 3) TWO ways to win ice cream prizes:
  - OPTION 1: Post on the Scoop Facebook Page – Take a picture of your treat, check in at the ice cream location and post on the Scoop-a-Palooza Facebook page. Enter daily if you wish for more chances to win. Virtual entries will be put into 2 drawings
  - OPTION 2: Visit as many locations on the Scoop Trail as you'd like – look for the unique "Scoop Word" posted at each location and fill in the unique word on the map. Mail in your Scoop Trail copy (post marked by 8/4/2021) to be entered into the final monthly drawing.

**NEW in 2021** – Virtual Scoop Raffle for a variety of prizes, Scoop T Shirt Virtual store, a collaboration w/ the Bookmobile from the Franklin County Library System with kids' activities, stopping at different library locations promoting literacy and education.

## **ICE CREAM VENDOR PARTICIPATION LEVELS**

**DEADLINE: Tuesday June 1, 2021**

### **Single Scoop**

**Ice Cream Vendor Provides: \$50 in gift cards** to use as event prizes

- Business listing on the Scoop map - name, location, website
- Listing on Scoop Facebook page and Scoop website
- Point of Purchase signage including unique "Scoop Word" signage for map prizes

### **Double Scoop**

**Ice Cream Vendor Provides: \$75 in gift cards** to use as event prizes

- Business listing on the Scoop map with - name, location, website
- Listing on Scoop Facebook page and Scoop website
- Point of Purchase signage including unique "Scoop Word" signage for map prizes
- **Shop name mentioned in Scoop wrap up article and during Facebook Live Celebrity Sundae event**

### **Triple Scoop**

**Ice Cream Vendor Provides: \$150 in gift cards** to use as event prizes & **with our new Virtual Scoop Raffle**

- Business listing on the Scoop map with - name, location, website
- Listing on Scoop Facebook page and Scoop website
- Point of Purchase signage including unique "Scoop Word" signage for map prizes
- Shop name mentioned in Scoop wrap up article and during Facebook Live Celebrity Sundae event
- **Shop logo on Scoop t-shirt**
- **Shop name listed with sponsors on event promotion articles and with raffle advertising**
- **Feature on FB event promotion**

***Gift cards should have an expiration date of at least September 30<sup>th</sup>, 2021 and can come in any increments.***

For more information contact Ginny Harriger: (717) 264-7101 ext.205 or [gharriger@chambersburg.org](mailto:gharriger@chambersburg.org)

