



**PROSPECTUS**

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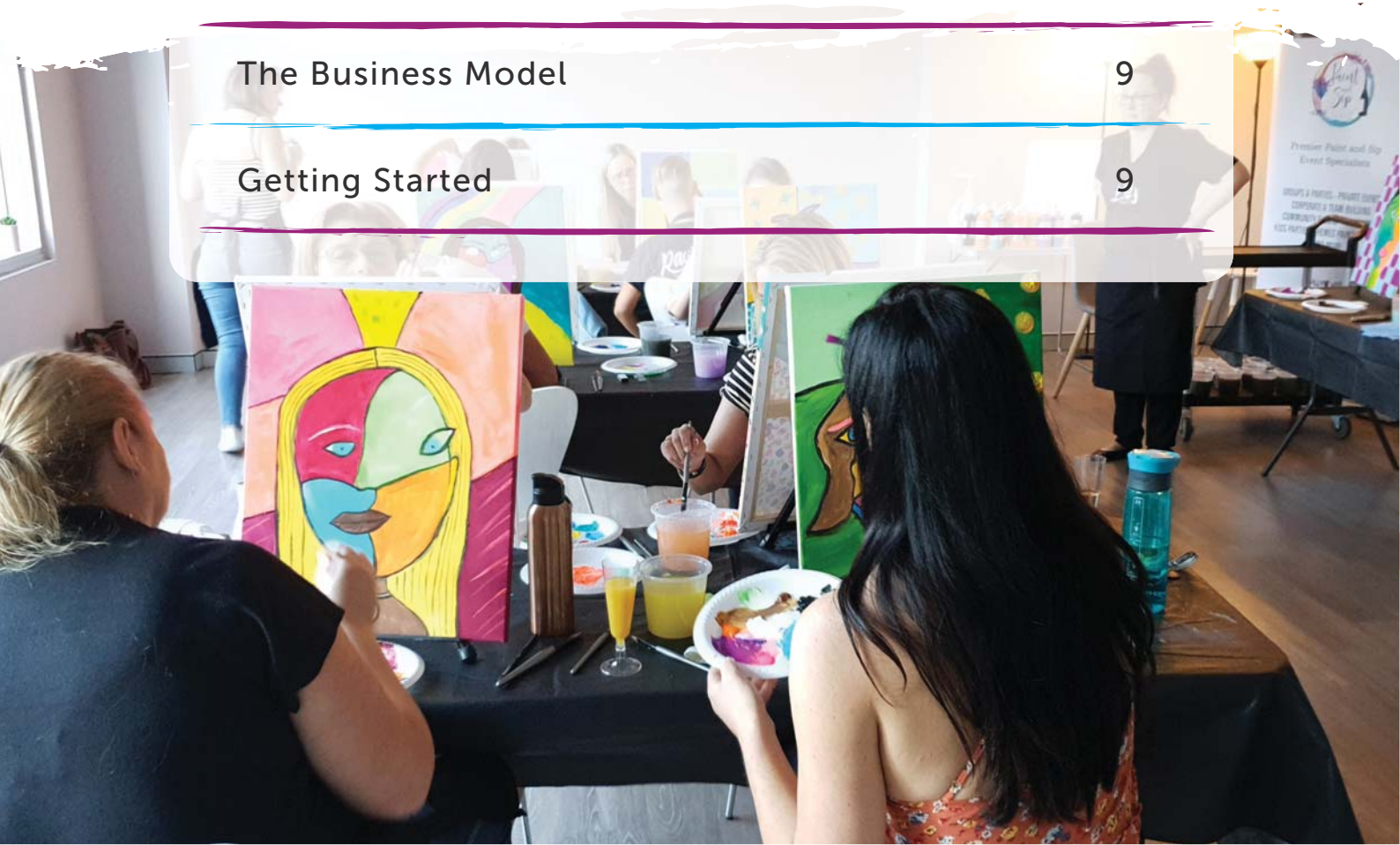
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# The Paint and Sip Journey

Founded more than 3 years ago, the Paint and Sip Studios business has boomed since its inception, quickly becoming Australia's premiere Art Entertainment experience.

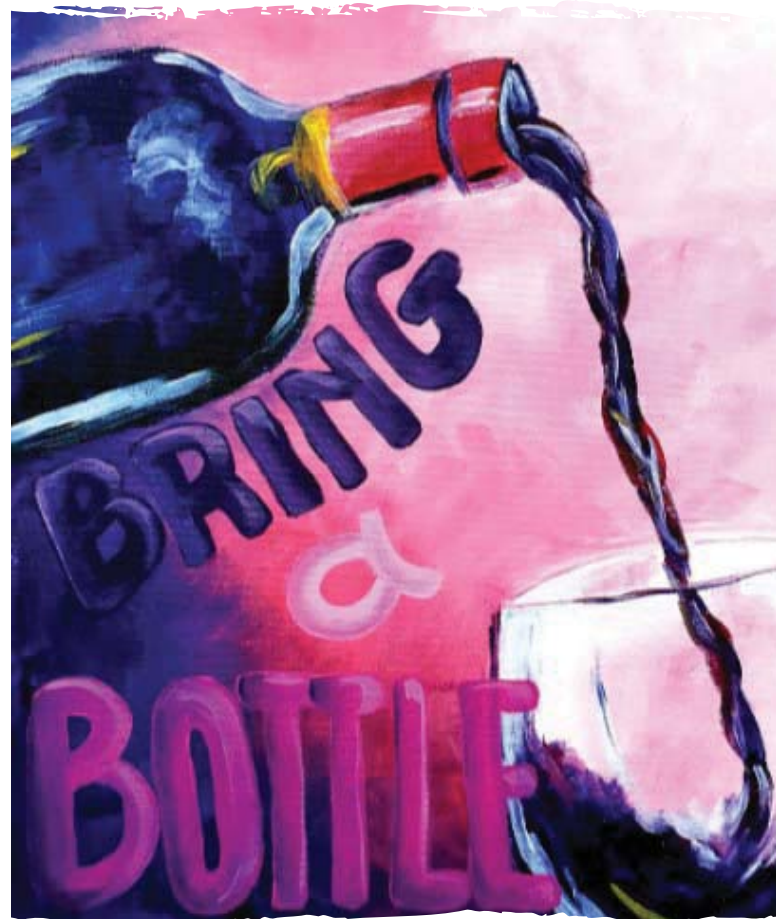
The concept of art as entertainment immediately interested Kathy Patatou; our founder, and with the industry growing fast, she knew she needed to carve out something unique, which would elevate the Paint and Sip scene.

With 20 years of people and business management under her belt, she had an advantage over competitors and soon established an interactive, social art experience like no other.

Sourcing only the highest quality paint and art supplies to team with the most talented local artists, Kathy forged a nationally recognised brand, operating out of unique studio spaces, and servicing private events across the country.

Now, 4 years later, hen's nights, adult, and children's birthday parties, as well as social and corporate groups are all leaning into the trend of creative, fun, and bonding experiences that appeal to all ages and demographics.

With several successful franchises already operating across the country, Kathy is looking forward to continuing the organic growth of a lucrative, creative experience that sells itself to both customers and franchisees.



## What We Do

As Australia's premier Art Entertainment business, we bring the joy of painting to customers across the country.

Traditionally art has been one of the most exclusive creative industries, one that people fear to explore without technical training, (to the detriment of many a creative spirit).

At Paint and Sip Studios, we offer everyone - from passionate and experienced creatives to inspired individuals who have never picked up a brush - the chance to indulge in artistic expression, free from judgement, for their entertainment.

The addition of BYO food and drink means each event has a social, relaxed atmosphere. Gone are the days of stuffy art studios and averted eyes, silent but for the sound of brushstrokes.

This artistic, immersive experience is as socially engaging as it is creative. Paint and Sip classes are offered in leased studio spaces across various locations with the option to also deliver as a mobile service to private events across the country, perfect for any occasion.





# What You Can Expect

A dream come true for inspired creatives hoping to turn their passion into profit, Paint and Sip Studios offer franchisees the opportunity to pursue a career as exciting as it is lucrative.

Ideal for anyone looking to carve out a niche in their local Art Entertainment market, franchisees can access successful artists currently expressing interest in working with Paint and Sip Studios or opt to source their own.

The initial financial investment affords a generous return, buying all the equipment and supplies necessary to launch your business and maintain operation for up to 3 months.

Franchisees are provided extensive on-the-job training and materials required to successfully manage a thriving Art Entertainment business.

Devoted to the success of franchisees, support is ongoing, and the business design is flexible, including both mobile and in-studio territories.

With a strong national marketing campaign, franchisees can devote as little or as much time to local advertising as they see fit and remain confident under the banner of a reputable brand in a high-growth industry.



## A Paint and Sip Franchisee

Like a Paint and Sip customer, franchisees do not necessarily require prior experience in art to excel as operators. Whether your background is in creative industries or business, the most important skills our franchisees should have are interpersonal.



Similarly, the most important qualities for achieving success as Paint and Sip Studios owners are drive and passion.




Good communication skills are operationally crucial, as franchisees may be working directly with customers, managing bookings, and handling day-to-day tasks and obstacles.

Paint and Sip Studios look for motivated, enthusiastic partners or individuals with a passion for event planning and delivering exceptional customer experiences.



# Why Paint and Sip Studios?

As Australia's premier Art Entertainment business, we bring the joy of painting to customers across the country.

-  Australia's #1 Paint & Sip Experience
-  Multi-Award-Winning Company
-  A fast-growing franchisor in the Art Entertainment industry
-  Exceptional website capability for event management
-  Over 2,200 pieces of original copyrighted art in our library
-  Over 10 accomplished Artists in the system
-  50+ years of Executive management experience on the Executive Team
-  6 studios and growing
-  Recognition in popular industry publications
-  Franchisee Committees to share experiences and learn from
-  A Yearly Franchisee Conference
-  A wide range of large territories available



## Our Values



### Respect

We have built a strong company culture at Paint and Sip among customers and franchisees by valuing honesty and respect above all else.

We are committed to cooperation, being supportive and offering solutions. Professional development relies on transparency and we encourage operators to be realistic about their capabilities and comfortable asking for guidance.



### Fun

As an Art Entertainment business, designed to be enjoyed by creatives at all skill levels, we want our customers and franchisees to have fun! Love what you do, whether it is the paint, the people, or both. We want you to enjoy the business as much as we do and share in the joy we bring to our happy customers.



### Trust

Our customers trust us to provide an exceptional level of service, both professionally and creatively. In turn, we foster an atmosphere of trust within the company by encouraging operators to ask for help when they need it, confident in the knowledge that we will respond proactively.



### Enjoyment

As an Art Entertainment it is important that Franchisees enjoy what they do which in turn filters into the entire business.





## The Business Model

Our lucrative business model is time-tested with a proven success rate, the result of over 20 years of people and business management experience. Paint and Sip Studios business model is designed to propel the growth of new franchisees while developing the brand through the delivery of exceptional service. The Paint and Sip Studios model is simple, easily managed, and highly profitable for all parties. This model supports the development of the brand, as well as each individual business, building confidence in franchisees to ensure long-term

## Getting Started

Buying a franchise is an important investment and we know the prospect of beginning a new venture can be both daunting and exciting. With our support, the road to owning your own successful Art Entertainment business has never been smoother. If you are ready to take the next step in your franchise journey, reach out. We can answer any questions and guide you through our simple process.

## Thank you

*for your continued interest in a Paint and Sip Franchise. If you would like to find out more get in touch with our team today*

*nicola@firstfranchise.com.au  
1300 941 883*

