

2010 Trail's End Popcorn Sale!

Five Rivers Council, BSA



Anything's Possible with Trail's End!

Most Comprehensive Marketing Program

ONLINE TRAINING

Trail's End America's Best Popcorn

Unmatched Customer Support

Highest Quality Products and Packaging

Manage Your Entire Sale Online at trails-end.com

www.trails-end.com

Unit Popcorn Kernel(s)

Training Dates:

- Note:** A Trail's End Representative will do the training presentations for us! This is a **"Must Attend"** training in order to get the additional 3% commission! Your Unit will receive **Free Food, Prizes & a Cool Scout Kick-Off Training Kit** for attending this valuable training!
- Central Training:** July 28, 2010 – 6:30 PM
Radisson Hotel – Corning, NY
- Southeast Training:** July 29, 2010 – 6:30 PM
Troy Vets Club - Troy, Pa
- Northwest Training:** August 16, 2010 – 6:00 PM
Kanakadea Park – Hornell, NY
- Please RSVP at least one week prior to the event of your choice at the Arnot Mall Scout Shop: 607-796-0699.

Campaign Time Line:

*July - August, 2010.....Unit Popcorn Kernel Training's

*September, 2010.....Popcorn Sale Packets Distributed to Units & Dinner

*(Note: For the Popcorn Recognition Dinner - 2 people per unit maximum limit) *

- WR – Sept 2, 2010 @ Williamson High School.....7:00 PM
- TB – Sept 13, 2010 @ 1st Baptist in Hornell.....7:00 PM
- IW – Sept 14, 2010 @ Boces in Elmira Heights.....6:00 PM
- AD – Sept 9, 2010 @ Towanda Elementary School.....7:00 PM

*September 14, 2010.....Popcorn Sale Begins

*November 8, 2010.....Popcorn Orders & Prize Sheets Due to Council

*November 20, 2010.....Popcorn Pick Up Day at District Locations

*December 17, 2010.....Popcorn Money Due to Council



*** PROMOTIONAL INCENTIVE:** A 3% increase in Unit profits will be added to the 27% = 30% total profit for Units doing all 3 mandatory criteria: 1) Attend Unit Kernel Training, 2) Complete the Ideal Year of Scouting budget worksheet, & set individual & unit goals, plus do a Unit Popcorn Kick-Off. & 3) Orders, Prizes & Money in On Time. *Hey, that's a good deal!*
(Units have to do all three to get the 3%)!

***ADDITIONAL INCENTIVE:** An additional \$200.00 Cash Bonus can also be earned if your Unit sells \$2,000.00 more than they did in the 2009 popcorn sale! *'Git 'er done!'*

*** YOUTH SALES INCENTIVES ***

- Neat prizes for amounts of popcorn sold, gift cards & scholarship opportunities!
- Four Prize Drawings for filled-up order sheet(s) totaling \$600.00 turned into the Scout Shop! Drawing Dates are on Friday's: Sep 24, Oct 8, Oct 22 & Nov 5 at the Scout Shop at 8:00 PM. 3 prizes will be drawn. You don't have to be present to win. Everyone with a filled-up sheet(s) totaling \$600.00 in sales gets one Marshmallow Crossbow, 2010 Popcorn Patch and a chance to win some BIG prizes!
- Individual Recognition for each District's top selling Cub Scout and Boy Scout.
- One free week of summer camp (Summer 2011) for the top selling Cub Scout (Day Camp) & Boy Scout (Resident Camp) in the Council!
- Free Lodge Rental for top selling unit in Five Rivers Council at Gorton or Brule for two nights.
- Trail's End Drawing for reading, saving & turning into the Scout Shop the three (3) Trail's End Post Cards that were mailed directly to your home in Sept & Oct! A drawing for one \$500.00 Amazon Gift Card will be done at the Scout Shop on Nov 5 at 8:00 PM! *'Awesome prizes man!'*

"Remember the 'Ideal Year of Scouting' philosophy & make it work for your Unit!"

HERE'S TO THE NEXT 100 YEARS!

100 YEARS OF SCOUTING, 30 YEARS OF TRAIL'S END.

Trail's End, BSA, trails-end.com

