

2011 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 / Sales Kit** for attending this valuable training!
- Central Training:** Wed. - July 27, 2011 - 6:30 PM
Radisson Hotel - Corning, NY
- Southeast Training:** Thur. - July 28, 2011 - 6:30 PM
Troy Vets Club - Troy, Pa
- Northwest Training:** Mon. - August 15, 2011 - 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, 2011.....Unit Popcorn Kernel Training's

*September, 2011.....Popcorn Sale Packets Distributed to Units & Dinner

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

- **WR** - Sept 1, 2011 @ Williamson High School.....7:00 PM
- **TB** - Sept 12, 2011 @ 1st Baptist in Hornell.....7:00 PM
- **IW** - Sept 13, 2011 @ Boces in Elmira Heights.....6:00 PM
- **AD** - Sept 8, 2011 @ Towanda Elementary School.....7:00 PM



*September 13, 2011.....Popcorn Sale Begins

*November 7, 2011.....Popcorn Orders & Prize Sheets Due to Council

*November 19, 2011.....Popcorn Pick Up Day at District Locations

*December 16, 2011.....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 one 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 2010 popcorn sale! **'Git 'er done!'**

*** YOUTH SALES INCENTIVES ***

- Four Prize Drawings** for filled-up order sheet(s) totaling \$600.00 turned into the Scout Shop! Drawing Dates are on Friday's: Sep 23, Oct 7, Oct 21 & Nov 4 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 Zyclone Blaster, 2011 Popcorn Patch and a chance to win some awesome prizes!
- Individual Recognition** for each District's top selling Cub Scout and Boy Scout. (certificate & gifts).
- One free week of summer camp** (Summer 2012) for the top selling Cub Scout (Day Camp or Resident 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 Incentives** Prizes & Gift Cards, \$600.00 Club Prizes, \$1,500 seller gets a \$50.00 gift card & \$2,500 seller gets a 6% Trail's End Scholarship!
- Neat Recognitions** for amounts of popcorn sold, prizes, merit badge criteria, salesmanship experience & a way to earn money for your unit and to go to summer camp! It's also - FUN!

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



VERY COOL!



\$600 Club!

