



BOY SCOUTS OF AMERICA®
MIAMI VALLEY COUNCIL

Popcorn Kickoff



A Scouting Tradition for over 35 years...

PECATONICA RIVER POPCORN

Thank You Pecatonica River Popcorn for sponsoring today's meal!



MVC Popcorn Sale Adviser:

Amanda Schaedig

Office Phone: 937-665-1068

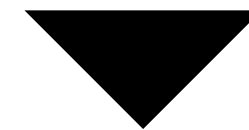
Cell Phone: 740-255-1092

Email: amanda.schaedig@scouting.org

Council Popcorn Page:

miamivalleybsa.org/support/popcorn/

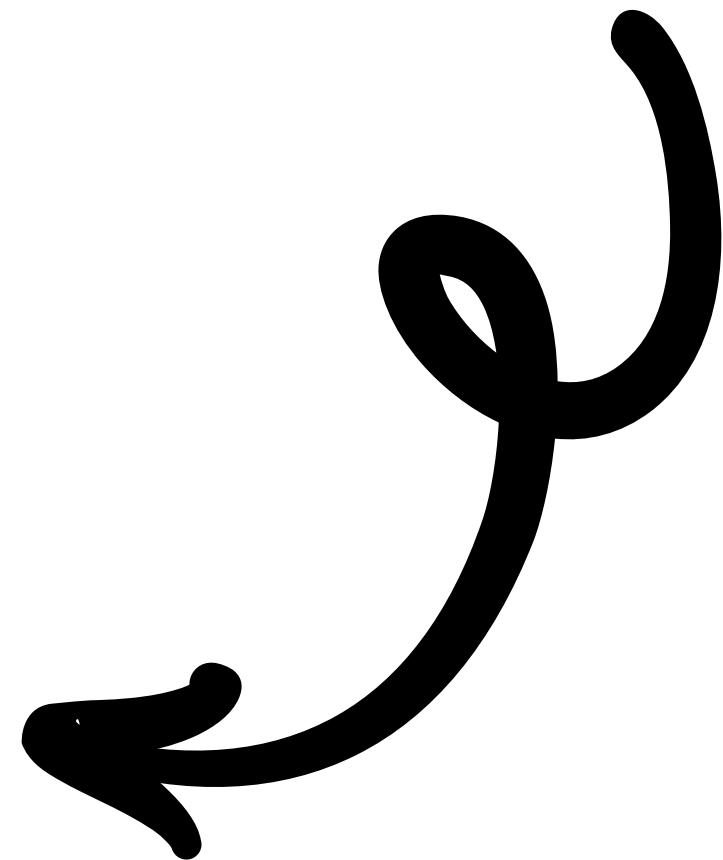
SCAN ME





Commit to the 2023 Sale

Scan me



Unit Kernels create your 2023 unit profile on Pecatonica River Popcorn sales site:

- Click on "Create Unit Profile" button
- Enter Council Key: 937MVC
- Select unit by county (no more district names)
- Fill in YOUR contact info
- Commit to the sale!

PRPopcorn.com



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MIAMI VALLEY COUNCIL



Important Sale Dates:

August 18: Unit Show & Sell (SNS) Orders Due

August 31 & September 1: SNS Distribution @ Dayton Warehouse (location TBA)

- SignUp Genius for sorting day and distribution days pick-up times will be emailed out to Unit Kernels and posted on Council Popcorn page.

September 2: Popcorn Sale Officially Begins

September 11: Tentative SNS Re-Order (if needed)





Important Sale Dates:

September 18 and 25, October 2 and 9: Blitz Week Entries Due

October 17: Take Orders Due / SNS Payment Due / Winner's Circle Due / Popcorn Returns Due / GCC/Keller Prize Order Open

November 3rd and 4th: Take Order Distribution @ Dayton Warehouse

December 4th: Take Order Payment Due / Last Day to Submit GCC/Keller Prize Orders





Important Sale Information:

- The Swap Board on Facebook will be up again this year for units to swap popcorn products. Swap Forms must be filled out and submitted to Popcorn Sale Adviser
 - Facebook group: Miami Valley Council Popcorn Exchange
- All popcorn returns will be accepted except for chocolate products
- Communication on important popcorn sale info will be done primarily through Constant Contact or email - all up to date info will be on council popcorn page

Unit Incentives:

- We are again offering Show & Sell order delivery direct to units with \$10,000+ orders
- Earn extra commission by making payments on time and offering a way to take credit card payments



New this year:

- Trail Mix is replacing Cajun Crunch
- Military Donation levels of \$25 AND \$50
 - A \$1 Military Donation has been added on the back end of the Pecatonica site to add in when you receive small donations or "tips"

YOUR FAVORITE POPCORN and MORE!



YELLOW POPPING CORN
America's healthiest snack food in a re-sealable Adventure tub! Pops up tender for that fresh popcorn taste you're craving.
Net Wt. 2 lbs ▲ \$10 GF U



CLASSIC CARAMEL CORN
Glazed to perfection with real butter and brown sugar to create a flavor to remember, with a crunch you can't forget.
Net Wt. 8 oz. ▲ \$10 GF



BUTTER MICROWAVE (15 PACK)
Take advantage of this convenient way to enjoy a freshly popped taste with a rich butter flavor. 0 grams of trans fats.
Net Wt. 37.5 oz. + \$20 GF U D



KETTLE CORN MICROWAVE (15 PACK)
Experience the combination of the sweet, yet salty flavor of Kettle Corn anytime. 0 grams of trans fats.
Net Wt. 37.5 oz. ✓ \$20 GF U D



CHEDDAR CHEESE
Made with real cheddar cheese. Each freshly popped kernel is a savory blend of cheeses that will keep you coming back for more.
Net Wt. 7 oz. ● \$20 GF



JALAPEÑO CHEESE
The unmistakable zip of jalapeño pepper gives this feisty popcorn flavor its heat. Perfect for those who like their snacks with a little kick.
Net Wt. 7 oz. ■ \$20 GF



KETTLE CORN
Experience a tasteful treat, sure to satisfy your sweet and salty craving.
Net Wt. 10 oz. ★ \$20 GF



TRAIL MIX **NEW!**
This flavorful treat has roasted peanuts, raisins, butter toasted peanuts, chocolate candies, sunflower seeds, and almonds.
Net Wt. 14 oz. ☉ \$20



SEA SALT SPLASH
Caramel popcorn dunked in dark fudge and sprinkled with a splash of sea salt. If you have never tried this combination, you don't know what you're missing.
Net Wt. 15 oz. ▲ \$25 GF



PEANUT BUTTER CUP
Two classic flavors that taste great together. A melt in your mouth combination of milk chocolate and peanut butter.
Net Wt. 15 oz. ♥ \$25 GF



CARAMEL WITH SEA SALT
Caramel corn made with real butter, brown sugar, and the perfect amount of sea salt. The crunchy, sweet, and salty combination will leave you wanting more.
Net Wt. 15 oz. ◇ \$25 GF



MILK CHOCOLATY PRETZELS
If you like sweet and salty flavors, then you'll love these chocolaty covered pretzels!
Net Wt. 15 oz. ∞ \$25



DOUBLE BUTTER MICROWAVE (28 PACK)
Bring the taste of the theater home with this buttery popcorn snack. Each package is bursting with twice the buttery flavor.
Net Wt. 70 oz. DB \$30 GF U D



CLASSIC TRIO
Everyone's favorite blend of sweet and savory, a snack you won't be able to put down. Mix them together for a Chicago style treat, or enjoy them individually.
Caramel Corn, Cheddar Cheese, Natural
Net Wt. 19 oz. ③ \$35 GF



CHEESE LOVERS
Cheese, cheese, and more cheese! A combination that will satisfy any cheese lover's appetite.
Cheddar Cheese, Jalapeño Cheese, Buffalo Ranch, White Cheddar
Net Wt. 20 oz. ④ \$45 GF



CHOCOLATE LOVERS
Our Chocolate Lovers tin features 5 sweet treats that you can't resist!
Milk Chocolatey Pretzels, White Chocolatey Pretzels, White Ruby, Peanut Butter Cup, Sea Salt Splash
Net Wt. 55 oz. ⑤ \$55



MILITARY DONATION
Send the gift of popcorn to our military men and women, their families, and veterans' organizations. The popcorn will be shipped directly and is not available for local delivery.
\$25/\$50



Prize Program

GCC/Keller Marketing prize program.

This sheet is attached to the Popcorn Sales flyer.

Every scout can earn at least one prize!



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OFFICIALLY LICENSED

Miami Valley Council Dayton, OH

KELLER MARKETING
A Division of General Commercial Corp.
888-351-8000

\$850 LEVEL 8	28 - Hydration Pack - 2L 29 - 126-piece Tool Set 30 - Zing Bow w/ 4 Arrows Assorted Colors 31 - 2-Person Waterproof Tent Asst Colors 32 - Grab Bag G	   
\$625 LEVEL 7	23 - 30 x 50 Binocular w/ Case 24 - Telescope - 40X Magnification 25 - 5-in-1 Multi-Tool w/ Shovel & Ax 26 - Isee Freeze Pop w/ Syrup 27 - Grab Bag F	   
\$425 LEVEL 6	18 - PlusPlus Saturn V Rocket 19 - 5pc Stainless Steel Mess Kit 20 - USB Rechargeable Headlamp w/ Motion Activation 21 - Air Hunterz Zano Bow w/ 2 Zarts 22 - Grab Bag E	   
\$325 LEVEL 5	13 - Zing Air ZooperBall 14 - Duncan Limelight Yo-Yo 15 - Lock Blade Knife w/ BSA® Branding 16 - Catapult Plane w/ Decorative Stickers 17 - Grab Bag D	   
\$250 LEVEL 4	9 - Dry Bag - 5 liter - Teal 10 - Waboba Fly Pies 6" Silicone Flying Disc 11 - 4x30 Binocular 12 - Stuffed Animal w/ BSA® Branding	   
\$190 LEVEL 3	5 - Knife, Fork, Spoon Combo w/ Bottle Opener 6 - Cinch Backpack w/ BSA® Branding Assorted Colors 7 - 3 Watt-200 Lumen COB LED Headlamp 8 - Watch/Pedometer - Assorted Colors	   
\$90 LEVEL 2	1 - Fire Starter and Steel 2 - Carabiner w/ Strap & BSA Branding 3 - Compass Thermometer Whistle 4 - Pop Up Phone Stand Holder (Phone not Included)	   
LEVEL 1	0.1 - Popcorn Sale Patch Sell any item 0.2 - Online Sale Pin Sell One Online Order 0.3 - Military Sale Pin Sell One Military Donation 0.4 - Top Seller Pin Sell over \$1,000	   



BOY SCOUTS OF AMERICA
MIAMI VALLEY COUNCIL

\$5,000 LEVEL 14	53 - LEGO Technic 4X4 Mercedes-Benz Zetros Trial Truck 54 - Carrera Evolution Supercars 55 - Lionel Junction North Pole Central LionChief Set w/ Bluetooth 56 - \$150 Amazon Gift Card	  
\$4,000 LEVEL 13	49 - Adventure Camp Package 50 - Dart Zone Pro MK 3 51 - LEGO Star Wars The Justifier 52 - \$125 Amazon Gift Card	  
\$3,000 LEVEL 12	45 - Carrera DTM High Speed Showdown 46 - LEGO Technic 2022 Ford GT 47 - Coleman Sundome 4 Person Tent 48 - \$100 Amazon Gift Card	  
\$2,150 LEVEL 11	41 - LEGO Ariel's Underwater Palace 42 - Skullcandy Wireless Earbuds 43 - Foldable Drone 44 - \$75 Amazon Gift Card	  
\$1,650 LEVEL 10	37 - HEXBUG HEXMODS Pro Series Elite 38 - LEGO Hogwarts Magical Trunk 39 - NorthFace Stalwart Backpack 40 - \$50 Amazon Gift Card	  
\$1,250 LEVEL 9	33 - LEGO Batman - Batcycle 34 - Swiss Army Fieldmaster Knife 35 - HEXBUG VEX Motorized Robotic Arm 36 - \$35 Amazon Gift Card	  

Miami Valley Council

Council Code: 444MVC
www.miamivalleybsa.org
For Sale Related Questions:
Council Office (937) 278-4825
For Prize Related Questions:
GCC/Keller Marketing (888) 351-8000



Popcorn Info Page

How to Select Your Prizes

- Sell any item and receive the Popcorn Sale Patch.
- Sell \$90 or more and receive a Popcorn Sale Patch AND any Level 2 Prize.
- Sell \$190 or more and receive a Popcorn Sale Patch AND a prize from the level you achieve; or select a combination of prizes from lower levels, as long as the total prize value does not exceed the **Level Achieved**.

Example: Sales of \$625 choose one prize from Level 7 ...OR... TWO prizes from Level 4 and ONE prize from Level 2; etc.

All prizes are subject to substitution by Keller Marketing after consultation with your local Council. All substitutions will be for an equal or greater value prize.





WINNER'S CIRCLE

★ **SELL \$3,000**

PICK A PRIZE FROM THE WINNER'S CIRCLE FOR EVERY \$3,000 SOLD

Prizes subject to availability



**\$200 AMAZON
GIFT CARD**



**\$200 BEST BUY
GIFT CARD**



**32" SMARTCAST
TV**



AIRPODS



**AMAZON FIRE
10" TABLET**



LASER TAG



**ELECTRIC
SCOOTER**



**QUADCOPTER
DRONE**

Pecatonica's Winner's Circle

For every \$3,000 sold a Scout will have their choice of prize from Pecatonica River's "Winner Circle". Unit Popcorn Kernel will enter the Scouts into the Winner's Circle.

Online Sales Included!



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Council Incentives (Prizes)

Top Sellers Pizza Party @ Scene 75

Scouts that do **\$1200** or more in popcorn sales will be invited to a “Top Seller” party at Scene 75!
Date TBD in early January 2024
Includes pizza, Scene 75 card for attractions, and extra goodies for each Scout!



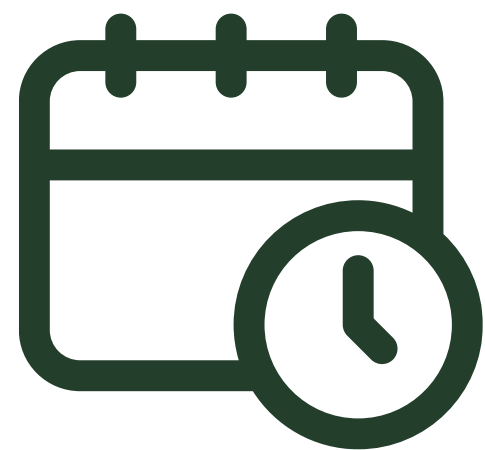
Fill-it-Up Blitz Weeks

- Scouts that FILL UP an order form (30 orders) can enter their name into a weekly drawing
- Names that don't get drawn stay in the pot for the following week's drawing. Scouts can continue to add their name in the pot if they “Fill-it-up” again! All names will be added back in for grand prize drawing.
- Drawings take place September 18th and 25th and October 2nd and 9th
- Online, Take Orders, and Show & Sell orders count as long as they equal 30 orders





2023 Commission Structure



Base commission = 32% of popcorn sales

Pay Show & Sell AND Take Orders on time +
0.5%



Unit offers credit card payment for sales + 0.5%

Do all of the above = 33% commission!





How To Sell

S SCOUT TASTING SESSION
The purpose of a tasting session is to have each Scout try 1 or 2 kernels of each flavor. Once everyone has tasted each flavor, have the Scouts vote on which popcorn they liked best! By conducting a tasting session for your group you create product familiarity and product knowledge.

E EDUCATE
Educate your Scouts on a timeline that best fits your unit's potential & calendar

L LEAD
Lead the unit with sales goals down to each individual Scout

L LEVERAGE
Leverage the unit's plan to all Scouts, leaders, and families. Connect the sales goal to the unit budget.



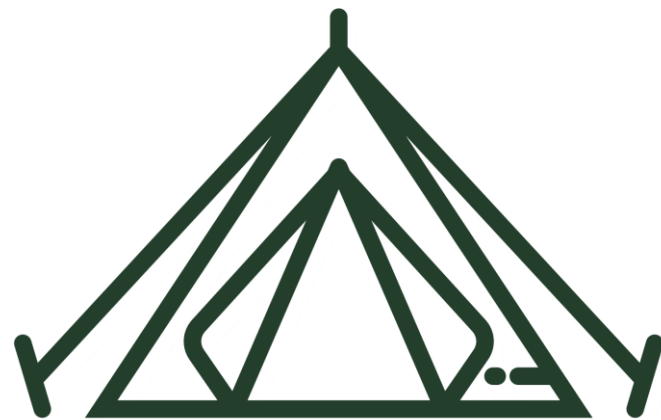


How To Sell



SALES FLYER

Scout takes the flyer door to door to collect orders. Form has spaces for up to 30 names.



TAKE TO WORK TENTS

Setup a display of your popcorn at a high traffic area, such as place of employment. Easy way to increase your sale!



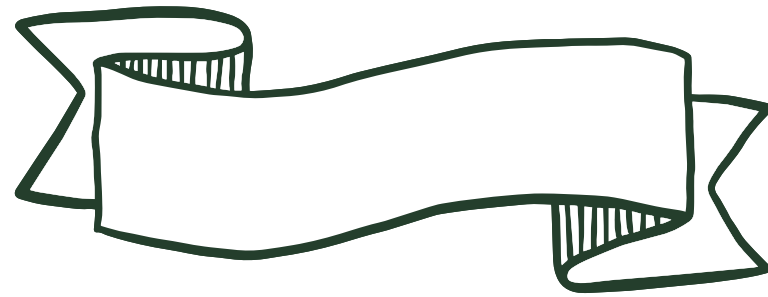
DOOR HANGERS

Best utilized for those customers requesting social distance or as a way to allow more time to make a decision. Leave the door hanger with customer and return to collect the order at a later date. One customer per hanger



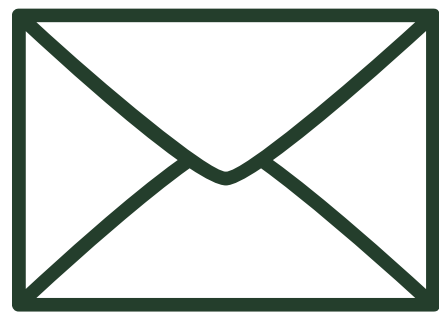


How To Sell



SALES BANNER

Use to draw attention to your display or location



MONEY ENVELOPES

Keep all Scout individual money envelopes together in the unit money envelope



SUPER SATURDAY

Fun-filled day of events enriched with opportunity for Scouts. Designed to stimulate Scout sales and encourage interaction with customers. Typically this coincides with the opening weekend of the sale





Where To Sell



Show & Sell

Set up in high traffic area
Popcorn is ordered in
advance on consignment
from Council



Show & Deliver

Combine Show & Sell
and Take Order
Popcorn is taken door
to door & sold on the
spot



Take Order

Traditional way of
going door to door
Popcorn is delivered
after the sale



Online Store

Customers can support
all across the country
Each Scout gets credit
for sales







Online Storefront



























PRPOPCORNSTORE.COM

- 60% of every purchase goes to the Scout's unit and Council in their name
- FREE SHIPPING
 - No deliveries to worry about - all ships from PRP
- ALL sales count towards Scout's prize levels
- Personable email can be sent to family & friends with customized video message



A Scouting Tradition for over 35 years....
PECATONICA RIVER POPCORN



 <p>A. TRUSTWORTHY DUO Caramel, Cheese \$30.00  ADD TO CART</p>	 <p>B. LOYAL FAVORITE Butter \$30.00  ADD TO CART</p>	 <p>C. FRIENDLY BUNDLE Caramel, Cheese, Honey Roasted Peanuts \$35.00  ADD TO CART</p>	 <p>D. KIND AND SPICY COMBO Jalapeno Cheese, Buffalo Ranch, Cajun Crunch \$35.00  ADD TO CART</p>	 <p>E. COURTEOUS CLUSTER Caramel, Cheese, Sea Salt Splash \$40.00  ADD TO CART</p>	 <p>F. HELPFUL MIX Caramel, Cheese, Pecan Caramel Clusters \$40.00  ADD TO CART</p>	
 <p>G. OBEDIENT BLEND Caramel, Cheddar, Cashew Caramel Clusters \$40.00  ADD TO CART</p>	 <p>H. CHEERFUL VARIETY Pecan Clusters, Cashew Clusters, Sea Salt Caramels \$45.00  ADD TO CART</p>	 <p>I. THRIFTY BREW Caramel, Coffee, Mocha Chocolate Cups \$45.00  ADD TO CART</p>	 <p>J. BRAVE MEDLEY Pecan Clusters, Cashew Clusters, Mocha Cups, Sea Salt Caramels \$50.00  ADD TO CART</p>	 <p>K. CLEAN CLASSIC White Ruby \$50.00  ADD TO CART</p>	 <p>L. REVERENT COLLECTION Caramel, Cheddar Cheese, Sea Salt Splash, Coffee, Cashew Caramel Clusters \$60.00  ADD TO CART</p>	 <p>M. MILITARY DONATION \$10.00  ADD TO CART</p>





Card Reader

****Earn an additional 0.5% commission if your unit offers a way for customers to pay with a card.****

Pecatonica River Popcorn suggests using Square:

- Accept credit cards anywhere! Square readers work with the free Square Point of Sale app to allow everyone to take payments on their smartphone or tablet. Increase your popcorn sales with the latest technology.
- It's free to sign up for squareup.com
- Square charges 2.6% + \$0.10 per swipe fee applies
- Save time by uploading a file containing all products and pricing to your Square library. Images also available for upload.
- Both files can be found by clicking the files link once logged into your unit's account at www.prpopcorn.com





Pecatonica Tools , Tech Support, and Services

Scout Boss Guide (Unit): A Step-by-step guide on how to:

- Place orders
- Add Scout's Seller IDs for Online Sales
- Enter Scouts into Winner's Circle
- Tabulate orders with Worksheet Tool

Kernel Tracker Tool:

- Web based inventory management app - link to download available on unit dashboard
- List and manage unit's SNS locations and shifts available

MyPRPocorn Tool:

- Online selling app for scout
- Shareable via social media platforms
- Track sales progress (online sales autopopulate)
- Sign up for SNS location shifts

Helpful Tips:

- For tips, tools, tutorial videos, and more resources. Link for "Helpful Tips" found at the bottom of the PRP Dashboard page.

Scan QR for PRP Helpful
Tips and Tools

