



Prepared. For Life.™

“WHAT DOES YOUR SCOUTS ‘IDEAL YEAR OF SCOUTING’ LOOK LIKE?”

2017 POPCORN SALE GUIDEBOOK

GOAL:

\$650 IN SALES PER YOUTH

HOW:

**THE PRODUCT IS NOTHING MORE THAN A
VEHICLE TO SELLING THE BROAD RANGE OF
FUN & CHARACTER BUILDING EXPERIENCES
OFFERED TO OUR SCOUTS!**



TABLE OF CONTENTS

2017 CAMPAIGN TIMELINE	Page 1
CAMPAIGN CONTACTS	Page 2
SALES WITHIN THE SALE	Page 3
PRODUCT AND PRICING	Page 4
PRIZES	Page 5
DISTRIBUTIONS AND RETURNS	Page 6
COMMISSIONS AND PAYMENTS	Page 7

TIMELINE

August 14th

-  Council Level Kickoff and Training

August 21st

-  Unit Show and Sell Orders Due into Trails End System

September 9th

-  Show and Sell Product Distribution (***SALE BEGINS***)



October 20th

-  All Returns Due at Council Service Center between Noon and 8PM that day.





October 21st

-  Scout Online Sales for the 2017 Popcorn Campaign & Prize Qualifications ends at 12:00 PM midnight PST. (***SALE ENDS***)

October 23rd

-  Unit Take Orders Due into Trails End System
-  Show and Sell Payments Due

November 11th

-  Take Order Product Distribution
-  Prize Orders Due
-  Scholarship Forms Due
-  Unit Master Form Due

November 30th

-  Final Unit Payments Due

December 15th

-  Unit Commissions Distributed: ***NOTE Payment Terms on Final Page***

CONTACTS

District	District Kernels	District Executives
<i>Channel Islands</i>	<p><i>Amy Segawa</i> 818-519-6380 asegawa@mac.com</p>	<p><i>Cindy Hernandez</i> 805.482.8938 cynthia.hernandez@scouting.org</p>
<i>Conejo Valley</i>	<p><i>Andy Rickelmann</i> 310.995.2239 andyrickelmann@hotmail.com</p>	<p><i>Andrea McClellan</i> 805.482.8938 andrea.mcclellan@scouting.org</p>
<i>Ronald Reagan</i>	<p><i>Christina Clauson</i> 805.573.1123 clauson_christina@yahoo.com</p>	<p><i>Jermaine Bell</i> 805.482.8938 jermaine.bell@scouting.org</p>
<i>Sespe</i>	<p><i>Jessica Stepp</i> 213.446.8701 jastepp@yahoo.com</p>	<p><i>Peter Nystrom (interim)</i> 805.482.8938 peter.nystrom@scouting.org</p>

Council Administrator	Council Staff Advisor
<p><i>Vicky Johnson-Anderson</i> 805.482.8938 vicky.johnson@scouting.org</p>	<p><i>Peter Nystrom</i> 805.482.8938 peter.nystrom@scouting.org</p>

SALES

IMPORTANT NOTE: Only ONE Unit Representative (Unit Kernel) should be designated to place Unit Orders for both the Show and Sell and Take Order portions of the sale. Once contact information is submitted to the Council, your Unit Kernel will receive an e-mail from Trails End to set up a password for your account.

It is highly advised to *not* create a listing of your Unit's Scouts in the Trails End account. Please monitor the sales as an all-inclusive Unit.

SHOW AND SELL

Definition: The Show and Sell Campaign is designed for Scouts to participate in designated shifts at a retail storefront which is either assigned by your District Kernel or arranged by your Unit directly.

Ordering: Unit orders are to be made accessing sell.trails-end.com by **August 21st**.
NOTE: A Singular Unit ID and Password should be maintained by the Unit Kernel.

SHOW AND DELIVER

Definition: The Show and Deliver Campaign is an extension of the Show and Sell portion and is designed for Scouts to offer direct product delivery by way of Door to Door Sales.

Ordering: Unit orders for this method are simply made in conjunction with your Show and Sell Order.

TAKE ORDER

Definition: The Take Order Campaign is designed for Scouts to sell product via the Order Forms provided. Customers place Orders and the product is delivered to them after product distribution on November 11th. *Just in time for Holiday Gifts!*

Ordering: Unit orders are to be made accessing sell.trails-end.com by **October 23rd**.
REMINDER: A Singular Unit ID and Password is to be maintained by the Unit Kernel.

ONLINE

Definition: This is a great supplemental program by which each Scout can acquire additional orders from friends and relatives who are not in the immediate area.

Ordering: By creating their own Scout specific Online Sales ID# and Sales Page, Scouts may easily prompt remote customers to order product via trails-end.com from the comfort of their own home.

PRODUCT AND PRICING

SHOW AND SELL	
Product	Price
-	-
-	-
-	-
-	-
Chocolatey Caramel Crunch Tin	\$25
White Chocolatey Pretzels	\$25
<i>Salted Caramel Popcorn*</i>	<i>\$25</i>
Premium Caramel with Nuts	\$20
18 Pack Unbelievable Butter	\$20
18 Pack Kettle Corn	\$20
White Cheddar Cheese Corn	\$15
Caramel Corn	\$10
Popping Corn	\$10

TAKE ORDER	
Product	Price
Gold Military Donation	\$50
Silver Military Donation	\$30
Chocolate Lover's Collection Tin	\$60
Cheese Lover's Collection Tin	\$35
Chocolatey Caramel Crunch Tin	\$25
White Chocolatey Pretzels	\$25
<i>Salted Caramel Popcorn*</i>	<i>\$25</i>
Premium Caramel with Nuts	\$20
18 Pack Unbelievable Butter	\$20
18 Pack Kettle Corn	\$20
White Cheddar Cheese Corn	\$15
Caramel Corn	\$10
Popping Corn	\$10

****NEW FOR 2017***

PRIZES

IMPORTANT NOTE: All prizes with exception to our Council Top Seller rewards are to be Ordered online by the Unit Kernel at scouting.trails-end.com.

DEADLINE: November 11, 2017

REWARD

PRIZE LEVELS

Level One - 2017 Mega-Corn Participation Patch
Level Two - Choice of Prize
Level Three - Choice of Prize
Level Four - Choice of Prize
Level Five - Choice of Prize(s)
Level Six - Choice of Prize(s)
Level Seven - Choice of Prize(s)
Level Eight - Choice of Prize(s)
Level Nine - Choice of Prize(s)
Level Ten - Choice of Prize(s)
Level Eleven - Choice of Prize(s)
Level Twelve - Choice of Prize(s)
Level Thirteen - Choice of Prize(s)
Level Fourteen - Choice of Prize(s)

QUALIFICATION

Sell \$25
Sell \$115
Sell \$225
Sell \$350
Sell \$450
Sell \$650
Sell \$850
Sell \$1,000
Sell \$1,500
Sell \$2,000
Sell \$2,750
Sell \$3,500
Sell \$4,000
Sell \$5,000

\$650 CLUB BONUS

Invite to Exclusive Sky High Sports Party **DATE TBD**

Sell \$650




\$1,500 CLUB BONUS

 \$50 Walmart Gift Card



Sell \$1,500

 Additionally, the **Top 25 Selling Scouts** who sell \$1,500 or more will receive **two tickets** for the early afternoon showing of *Star Wars "The Last Jedi"* on **Saturday, December 16th** of the premier weekend.

SCHOLARSHIP

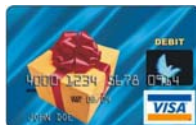
6% of a Scouts Sale will be placed into a private College Scholarship Account



Sell \$2,500 or have been Enrolled previously

TOP SELLER BONUS'

\$200 Bonus Gift Card
\$75 Bonus Gift Card
\$50 Bonus Gift Card
\$25 Bonus Gift Card



Council Top Seller
#1 District Seller
#2 District Seller
#3 District Seller

PROUDLY PROVIDED BY THE VENTURA COUNTY COUNCIL

NOTE: Many Units have historically included additional Unit based incentives as well!

DISTRIBUTION

LOCATION: MONSANTOS WAREHOUSE

2700 Camino Del Sol, Oxnard, CA 93030 (Entrance is just East of Rice Ave. on Sturgis)

Directions: Take 101 to Del Norte Blvd. South / Right on Sturgis Rd. / Gate on Right

(Located on the backside of Seminis/Monsantos Warehouse)



APPROXIMATED VEHICLE LOADS FOR PICK-UP PLANNING

Cars = 20 Cases

Mini-Vans or Large SUVs = 40 – 50 Cases

Pick-Ups or Small SUVs = 30 – 40 Cases

Full-Size Vans = 50 – 60 Cases

RETURNS

*****A MAXIMUM OF 10% OF ALL SHOW & SELL PRODUCT CAN BE RETURNED TO THE VENTURA COUNTY COUNCIL SCOUT SERVICE CENTER BETWEEN NOON - 8:00 PM ON FRIDAY, OCTOBER 20, 2017 ONLY*****

*****NO CHOCOLATE PRODUCT IS PERMITTED TO BE RETURNED*****

IMPORTANT NOTE: All returns must be in resellable condition and due to your Councils risk of left over product, a 10% return will be accepted but is not especially preferred.

COMMISSIONS

BASE COMMISSION WITH PRIZES:	30%
ATTEND AUGUST 14 th COUNCIL KICK-OFF:	+ 1%
OPTING OUT OF PRIZES:	+ 3%

PER SCOUT SALES BONUS COMMISSIONS:

NOTE: Youth count is based on your Units Registered # of Scouts as of August 15, 2016

Hit \$350 in Sales per Scout:	+ 2%
Hit \$450 in Sales per Scout:	+ 2%
Hit \$650 in Sales per Scout:	+ 4%
TOTAL POTENTIAL UNIT COMMISSION:	42%

NOTE: Potential commission is a cumulative measure

PAYMENTS

SHOW AND SELL PORTION

One Unit check for the total gross Show and Sell sales amount is due by October 23rd.

TAKE ORDER PORTION

One Unit Check for the total Take Order sales amount is due by November 30th.

All Unit Payment Checks should be made out to VCCBSA

IMPORTANT NOTES:

- All Unit balances must be paid by November 30th.***
- Unless a mailed check is specifically requested to Sherry Leslie-Moraga at Sherry.Leslie-Moraga@scouting.org on or before December 5th, all Unit Commissions will be deposited in your Unit account at the VCC Scout Store.***



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