



Hawkeye Area Council 2026 Popcorn Sales

*Fulfilling the Promise
Funding the Dream*

Leader Guide

www.hawkeyescouting.org/popcorn
www.pecatonicariverpopcorn.com

July

- **July 1** – Units begin updating profiles in **Scout Boss**.
 - **July 1** – Online Store opens
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August

- **August 11** – Popcorn Kickoff Event & Popcorn Supply Pickup.
 - **August 14** – Deadline to place Early Bird order (for September 2nd pickup).
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September

- **September 2** – Sale Season Begins! (Warehouse Sort Day)
 - All units pick up order forms and Early Bird orders at the **Council Office Warehouse**.
 - **Unit to HAC Agreement (Yellow Form)** due at or before first pick-up.
 - **September 4** – Council popcorn inventory available (orders must be placed in Scout Boss).
 - **September 28** – Mid-sale report sent to units showing **50% of unit cost due to Council** (due October 5).
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October

- **October 5** –
 - **50% payment due** (based on 9/28 report).
 - **Trading begins** (only after first payment is received; orders must be placed after payment).
 - **October 26 (by noon)** – **Last chance to place order** for October 30th pickup.
 - Orders placed **after noon** will be ready for **pickup November 20**.
 - **Last opportunity to trade product**.
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November

- **November 9** – **SALE ENDS**
 - Service Center open until 4:00 PM.
 - **Scout Boss closes at 11:59 PM**.
 - **Popcorn returns due** (5% max return – goal is zero).
 - Enter **military donations** in Scout Boss by midnight for **Unit Challenge Incentive**.
 - **Final orders due by midnight** (for November 20th pickup).
 - **Online sales for prize eligibility close**.
 - **November 11** – **Final Payment Due** (by 4:00 PM).
 - **November 20** – **Final Popcorn Pickup**
 - *No returns or trades allowed.*
 - **November 20** – **Online Sales Ends at midnight**
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December

- **December 1** – **Unit Challenge Form, Achiever Form, and Prize Orders Due by 11:59 PM**.

Sell Pecatonica River Popcorn!! Be creative and have FUN!

- Door to door using the product hanger
- Hawkeye football tailgating
- To family, friends, coworkers & at your charter organization (after church services)
- Set up booths at participating business locations.
- Corporate sales = Client & Employee gifts!!!!
- Online sales = free shipping!

Contacts

Warehouse Contact		
Jamie Hromi	319-862-0541	Hawkeyepopcorn172@gmail.com
Popcorn Orders and Billing Questions		
Amanda Speidel	319-862-0541	Hawkeyepopcorn172@gmail.com
Popcorn Staff Advisor & Incentive Program		
Amanda Speidel	319-862-0541	Hawkeyepopcorn172@gmail.com
Winner's Circle – Pecatonica River Popcorn		
Jessica Johnston		Pops@prpopcorn.com
Prize Program		
Keller Marketing	888-351-8000	

Order Sort and First Pick-up

Units will pick up order forms and initial order

Wednesday, September 2, 2026

12:00 – 3:00PM Sort

3:00 – 5:00PM Pick Up (For units that did not help sort)

Hawkeye Area Council Service Center

660 32nd Ave. SW Cedar Rapids

Final unit orders due November 9th / Final pick-up date: Friday, Nov. 20st

Popcorn re-orders can be picked up Monday and Friday, 8:30am-4:00pm / Wednesdays 8:30am-6:00pm

You will receive an email when your order is ready for pick up.

Popcorn Ordering Process

- **Scout Boss Guide:** reference for frequently asked questions on how to register your unit to sell, placing orders, Scout online sales ID, Winner Circle prizes and more. View guide at: <https://hawkeyescouting.org/wp-content/uploads/2025/06/Scout-Boss-Guide-Unit.pdf>
- **Reorders:** submitting reorders using the Scout Boss website will automatically update your sales record.
- **Out of Stock:** We WILL NOT fill or release partial orders.
- **Trades:** you will not be able to enter the items you are trading back to the Council in Scout Boss
 - **Submit a reorder and enter a note listing the quantity & product you are trading in.**
- **Verifying Orders:** a unit representative and council employee must count product, and both will sign the order sheet prior to the product leaving the warehouse. At this time is when any damages or defects need to be recognized. Once product is signed for and leaves the warehouse it is the responsibility of the Unit.
- **Orders must be picked up in full:** large orders that require multiple vehicles must have all vehicles present prior to check out and loading. Please make arrangements ahead of time with your drivers.
- **Drop-Ins:** We DO NOT allow Drop-In orders.
- **Returns:** units can **only return up to 5%** of total product ordered during the sale season (**based on total containers not cost**). If you have a return, your unit will no longer be eligible for the Unit Challenge Incentive. Once you make a return that closes your Unit's selling season, and your Unit will no longer be able to submit orders.

Online Sales

Online selling allows Scouts to sell to far away friends and family. 31% of every purchase goes to your unit.
Why sell online? No deliveries! FREE shipping directly to the consumer!

All online sales from **September 2nd** – **November 20th** will count toward prizes.

- Kernels register **ALL** Scouts in your Unit on PRPopcorn.com website by clicking on “Enter a Scout for a Seller ID” from the unit dashboard.
- Enter the Scout's first name, first two initials of the last name and the parent/guardian email. Repeat until all Scouts are signed up.
- An ID# will be emailed only to the parent/guardian for the Scout to send to friends and family.
 - The email will have a link to download the MYPRPopcorn app that families can use to track sales, sign up for site sales, and promote the sale via social media.
 - This ID# will track the Scout sales purchases online and can be used every year.
- Special online products and descriptions are available at www.prpopcornstore.com.
 - You may also choose to purchase a Popcorn Military Donation.
 - These donations ship directly from Pecatonica River Popcorn to men and women in the U.S. Military.
- Online commission payments will come directly to the Council and will either be deposited into the unit's custodial account or sent to the unit via check.

2026 Prize Flyer



\$950
LEVEL 9

- 25 - Transformers Rise of the Beast - Bumblebee
- 26 - Snoopy Snow Cone Machine
- 27 - Lego Ninjago Kai's Mech Storm Rider #71830



\$675
LEVEL 7

- 21 - Hydration Pack - 2L
- 22 - 2-Person Waterproof Tent Assorted Colors
- 23 - Rubik's Cube 3pc Set - 2, 3, & 4 Tile
- 24 - Hip Shot Spiral Bomber



\$550
LEVEL 6

- 17 - Telescope - 40X Magnification
- 18 - LEGO City F1 Williams Racing & F1 Haas Race Cars
- 19 - Walkie Talkie Set w/ Facetime Ability
- 20 - 5-in-1 Survival Tool w/ Shovel



\$450
LEVEL 5

- 13 - 5pc Stainless Steel Mess Kit
- 14 - Light Saber w/ Stand
- 15 - Adventure Duffle Bag w/ Scouting America™ Branding
- 16 - Dinosaur Egg (Assorted Colors/Styles)



\$325
LEVEL 4

- 9 - Catapult Plane w/ Stickers
- 10 - White Handle Lock Blade Knife w/ Case & Scouting America™ Branding
- 11 - Zing Air Zooperball
- 12 - Zing Air Hunterz Zano Bow w/ 2 Zarts



\$200
LEVEL 3

- 5 - Dry Bag - 5 liter - Assorted Colors w/ Scouting America™ Branding
- 6 - Brass Compass
- 7 - 4x30 Binoculars
- 8 - Stuffed Animal Grab Bag



\$125
LEVEL 2

- 1 - Cinch Backpack w/ Scouting America™ Branding - Assorted Colors
- 2 - Magic Sand Set w/ 6 Molds
- 3 - Mini Dual LED Dynamo Flashlight w/ Scouting America™ Branding
- 4 - Mini Multi-Tool



LEVEL 1

- 0 - Popcorn Sale Patch
Sell any item



Additional Prizes You Can Earn

\$1,500 Achiever Package - One per Scout
Air Fx Jump Package

\$3,000 Pecatonica Winners Circle

2026 Prize Flyer

\$5,000 LEVEL 14	53 - Lego Technic 4X4 Mercedes-Benz Zetros Trial Truck 54 - \$350 Visa Gift Card 55 - \$370 Scout Shop Card	  	\$10,000 LEVEL 15	56 - \$750 Visa Gift Card 57 - \$800 Scout Shop Card	 
\$3,500 LEVEL 13	48 - LEGO Harry Potter Hogwarts Castle: The Main Tower #76454 49 - Carrera Evolution Nascar Champions at Homestead 50 - 100 Foot Zip Line 51 - \$200 Visa Gift Card 52 - \$210 Scout Shop Card	  	 		
\$2,850 LEVEL 12	43 - Klymit Cross Canyon 2 Tent & Footprint 44 - Adventure Camp Package 45 - LEGO Police Train Heist #60508 46 - \$165 Visa Gift Card 47 - \$175 Scout Shop Card	  	 		
\$2,150 LEVEL 11	38 - Eagle Claw Fishing Set 39 - LEGO Family Vacation Beach Resort #42673 40 - Case Bonestag Folding Hunter Knife w/ Leather Sheath 41 - \$125 Visa Gift Card 42 - \$130 Scout Shop Card	  	 		
\$1,700 LEVEL 10	33 - LEGO Hogwarts Castle: Hospital Wing #76463 34 - Foldable Drone w/ WiFi Camera 35 - HEXBUG Battlebots Arena Max 36 - \$90 Visa Gift Card 37 - \$95 Scout Shop Card	  	 		
\$1,450 LEVEL 9	28 - Youth Pickleball Set 29 - Lego Planet Earth and Moon in Orbit #42178 30 - NorthFace Backpack 31 - \$75 Visa Gift Card 32 - \$80 Scout Shop Card	  	 		

Descriptions of Prizes Available at www.kellerprizeprogram.com



Hawkeye Area Council
Council Code: 172HAC
www.hawkeyesbsa.org/popcorn
 For Prize Related Questions:
 GCC/Keller Marketing (888) 351-8000

How to Select Your Prizes

- Sell any item and receive the Popcorn Sale Patch.
- Sell \$125 or more and receive a Popcorn Sale Patch AND any Level 2 Prize.
- Sell \$200 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 \$550 choose one prize from Level 6 ...OR... ONE prize from Level 4 and ONE prize from Level 3; 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.

Scout Name: _____ Pack/Troop: _____ Total Sales: _____

Prize #	Prize Description	Quantity



TO ENTER YOUR ORDER

Go to: www.kellerprizeprogram.com

Enter Council ID found on Prize Brochure or top of Unit Prize Order Form

Council Code: 172HAC

Click "I'm not a robot" Captcha

Click [Continue]

Unit and Sales Information Screen

Select District from the drop down

Select Unit Type from the drop down

Enter Unit Number

Enter Total Sales

Enter # of Scouts Selling

Click [Continue]

Prize ordering Screen

You should now see the list of prizes offered to your Council

Key in the total quantity need in the Qty box for each item needed

Each time you enter an amount equal to or greater than your # of Scouts selling,
you will be prompted to confirm the quantity – click OK and proceed

After entering all items, scroll to bottom of page and enter your information

Then click [Continue]

You will see your order # - please write this down, or print this page out for future verification

Your order Status is Pending Council Approval

Double check your information, if you need to change anything, click below the status to edit

Winner Circle Prizes

Prizes sponsored by Pecatonica Rivers' Popcorn. Prizes are awarded based on retail sales.

Winner's Circle Prizes may differ based upon availability.

Questions regarding Winner Circle Prizes send an email to Pops@prpopcorn.com

Winner circle and regular prizes will not be released until your full popcorn payment is received by the Council Service Center.

How to Enter a Scout into the Winner's Circle?

- Click "Winners Circle" on the Dashboard.
- Select the Scout's name you want to enter into the Winners Circle.
 - o Scouts are added to the dropdown through the Scout Seller ID process (please see above).
- Click "Submit"

Add Prize

[Districts](#) / [Units](#) / [Scouts](#) / [Prizes](#) / [+ Add Prize](#)

District	Unit	Scout
Caspio District 1	0003	test test

Invoice Period*

--Select--

Amount Sold*

Prize Type*

Worksheet Verification*

Choose File No file chosen

Zip*

Pickup Name*

Pickup Email*

testunit@caspio.com

Submit

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**



**\$200 AMC
GIFT CARD**



GAME TABLE



LAPTOP



43" SMART TV



DRUM SET



3D PRINTER

- Type in the above information
 - o Invoice period (Season and year)
 - o Amount Sold (Total dollars Scout sold)
 - o Prize Type
 - o Worksheet verification (this can be a photo of the Take Order sheet, excel document, or anything that shows the total sales for this Scout)
 - o Zip code
 - o Name of person picking up prize
 - o Email of person picking up prize
- Click "Submit"

Additional Incentives

**** \$1500+ Sales receive the Achiever Prize AirFX Jump Package**

- Siblings who share selling will only receive 1 prize
- 1 Achiever prize **PER SCOUT**, no matter the amount sold over the threshold

PRODUCT LINE UP

Product	Retail Price	Unit Cost	Unit Profit
Chocolate Lovers	\$50.00	\$34.50	\$15.50
Cheese Lovers	\$40.00	\$27.60	\$12.40
Classic Trio	\$30.00	\$20.70	\$9.30
Microwave (Double Butter) 28Pk.	\$30.00	\$20.70	\$9.30
Freedom Pretzels	\$25.00	\$17.25	\$7.75
Mountain Munch	\$25.00	\$17.25	\$7.75
Sea Salt Splash	\$25.00	\$17.25	\$7.75
Peanut Butter Cup	\$25.00	\$17.25	\$7.75
Caramel Sea Salt- Iowa Hawkeyes Tin	\$25.00	\$17.25	\$7.75
Caramel Sea Salt – Iowa State Tin	\$25.00	\$17.25	\$7.75
Trail Mix	\$20.00	\$13.80	\$6.20
Jalapeno Cheese	\$20.00	\$13.80	\$6.20
Cheddar Cheese	\$20.00	\$13.80	\$6.20
Microwave (Kettle) 15 pk.	\$20.00	\$13.80	\$6.20
Microwave (Butter) 15 pk.	\$20.00	\$13.80	\$6.20
Cinnamon Roll	\$15.00	\$10.35	\$4.65
Yellow Popping Corn	\$15.00	\$10.35	\$4.65
Military/Patriot	\$30.00	\$20.70	\$9.30
	\$50.00	\$34.50	\$15.50
Online Sales - Friends and Family			
Reverent Collection	\$60.00		\$18.60
Clean Classic	\$55.00		\$15.50
Brave Medley	\$50.00		\$15.50
Thrifty Treat	\$45.00		\$13.95
Cheerful Variety	\$45.00		\$13.95
Obedient Blend	\$45.00		\$12.40
Helpful Mix	\$40.00		\$12.40
Courteous Cluster	\$40.00		\$12.40
Kind & Spicy Combo	\$35.00		\$10.85
Friendly Bundle	\$35.00		\$10.85
Loyal Favorite	\$30.00		\$9.30
Trustworthy Trio	\$30.00		\$9.30
Military Donation	\$30.00		\$9.30

Military Donation Program

Support our troops and Scouting at the same time!

Customers can purchase popcorn that will be sent to the men and women serving our country.

How Does It Work?

- Customers can purchase a Military Donation through the order form or online.
- The full amount is a charitable contribution.
- Pecatonica River Popcorn ships a variety of popcorn flavors directly to military members.
- PR Popcorn partners with trusted organizations to deliver the popcorn, such as:
 1. Operation Troop Aid
 2. Support the Troops
 3. On Purpose Journey
- Note: Donations cannot be designated for specific individuals.

Online Military Donations

- Visit PRPopcornStore.com to donate online.
- Scouts receive credit when customers enter their seller ID.
- Online donation options: \$30 and \$50
- No shipping charges for Military Donations
- Military Donations can also be added to regular orders in \$30 and \$50 increments