



# Hawkeye Area Council 2025 Popcorn Sales

*Fulfilling the Promise*

*Funding the Dream*

## Leader Guide

[www.hawkeyebsa.org/popcorn](http://www.hawkeyebsa.org/popcorn)  
[www.pecatonicariverpopcorn.com](http://www.pecatonicariverpopcorn.com)

## July

- **July 1** – Units begin updating profiles in **Scout Boss**.
- 

## August

- **August 12** – Popcorn Kickoff Event & Popcorn Supply Pickup.
  - **August 15** – Deadline to place initial order (for September 3rd pickup).
- 

## September

- **September 3** – Sale Season Begins! (Warehouse Sort Day)
    - All units pick up order forms and initial orders at the **Council Office Warehouse**.
    - **Unit to HAC Agreement (Yellow Form)** due at or before first pick-up.
  - **September 5** – Council popcorn inventory available (orders must be placed in Scout Boss).
  - **September 29** – Mid-sale report sent to units showing **50% of unit cost due to Council** (due October 6).
- 

## October

- **October 6** –
    - **50% payment due** (based on 9/29 report).
    - **Trading begins** (only after first payment is received; orders must be placed after payment).
  - **October 27 (by noon)** – **Last chance to place order** for October 31st pickup.
    - Orders placed **after noon** will be ready for **pickup November 21**.
    - **Last opportunity to trade product**.
- 

## November

- **November 10** – **SALE ENDS**
    - Service Center open until 4:00 PM.
    - **Scout Boss closes at midnight**.
    - **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 21st pickup).
    - **Online sales for prize eligibility close**.
  - **November 12** – **Final Payment Due** (by 4:00 PM).
  - **November 21** – **Final Popcorn Pickup**
    - *No returns or trades allowed.*
  - **November 23** – **Online Sales End 11:59 PM**
- 

## December

- **December 1** – **Unit Challenge Form, Achiever Form, and Prize Orders Due**.

**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**

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

**Order Sort and First Pick-up**

**Units will pick up order forms and initial order**

**Wednesday, September 3, 2025**

**12:00 – 3:00PM Sort**

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

**Hawkeye Area Council Service Center**

**660 32<sup>nd</sup> Ave. SW Cedar Rapids**

**Final unit orders due November 10<sup>th</sup> / Final pick-up date: Friday, Nov. 21<sup>st</sup>**

**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://hawkeyebsa.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 3<sup>rd</sup> – November 10<sup>th</sup>** will count toward prizes.

- Kernels register Scouts 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](http://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.



# 2025 Prize Flyer



## RACE 2

## SCOUTING

Descriptions of Prizes  
Available at  
[www.kellerprizeprogram.com](http://www.kellerprizeprogram.com)

Manufactured under license from  
Scouting America™ All rights reserved.  
A Division of General  
Commercial Corp. 828-551-8000

**KELLER**  
MARKETING

---

**\$950**  
**LEVEL 8**

25 - Transformers: Rise of the Beasts  
Optimus Prime

26 - Swiss Army Fieldmaster Knife

27 - Walkie Talkie Set w/ Rechargeable  
Batteries

\$45-50





---

**\$675**  
**LEVEL 7**

21 - Rubik's Cube Mega Gift Set

22 - HEXBUG Remote Control  
Dragon

23 - Zing Assorted Bows

24 - 2-Person Waterproof Tent

\$32.00






---

**\$550**  
**LEVEL 6**

17 - Hydration Pack - 2L

18 - Telescope - 40X Magnification

19 - LEGO City F1 Williams Racing &  
F1 Haas Race Cars

20 - Camp Chair w/ Case

\$21.75






---

**\$450**  
**LEVEL 5**

13 - Red Wood Knife w/ Clip &  
Scouting America™ Branding

14 - USB Rechargeable Headlamp

15 - Adventure Duffie Bag w/  
Scouting America™ Branding

16 - Dinosaur Egg  
(Assorted Colors/Styles)

\$15.75






---

**\$325**  
**LEVEL 4**

9 - Multi-Tool with Hammer & Case

10 - Sticky Stress Ball w/  
Scouting America™ Branding

11 - White Handle Lock Blade Knife & Case  
w/ Scouting America™ Branding

12 - Sluban Model Bricks - Cobra GT40 Car

\$10.75






---

**\$200**  
**LEVEL 3**

5 - Dry Bag - 5 liter - Assorted Colors  
w/ Scouting America™ Branding

6 - Knife Fork Spoon Combo  
w/ Bottle Opener

7 - Brass Compass

8 - Squat Lock Blade Knife w/ Clip &  
Scouting America™ Branding

\$6.75






---

**\$125**  
**LEVEL 2**

1 - Plus Plus Creepy Critter  
Assorted Sets

2 - Cinch Backpack w/  
Scouting America™ Branding

3 - Magic Sand Set w/ 6 Molds

4 - Watch/Pedometer

\$4.25






---

**LEVEL 1**

0 - Popcorn Sale Patch  
Sell any item

**Additional Prizes You Can Earn**  
\$1,500 Achiever Package  
\$3,000 Pecatonica Winners Circle  
\$3,500 Ultimate Achiever Package





# 2025 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

53



54



55

**\$10,000**  
LEVEL 15

- 56 - \$750 Visa Gift Card
- 57 - \$800 Scout Shop Card

56



57

**\$3,500**  
LEVEL 13

- 48 - LEGO Harry Potter Hogwarts Castle The Great Hall
- 49 - Cross Canyon 2 Tent & Footprint
- 50 - Carrera Evolution Mario Kart Analog Electric Slot Car Racing
- 51 - \$350 Visa Gift Card
- 52 - \$370 Scout Shop Card

48



49



50



51



52

**\$2,850**  
LEVEL 12

- 43 - Adventure Camp Package
- 44 - LEGO Jurassic World Spinosaurus & Quetzalcoatlus Air Mission
- 45 - Case Bonestag Folding Hunter Knife w/ Leather Sheath
- 46 - \$350 Visa Gift Card
- 47 - \$370 Scout Shop Card

43



44



45



46



47

**\$2,150**  
LEVEL 11

- 38 - Swiss Army Cyber Tool M
- 39 - Eagle Claw Fishing Set
- 40 - Coleman Sundome 4 Person Tent
- 41 - \$125 Visa Gift Card
- 42 - \$130 Scout Shop Card

38



39



40



41



42

**\$1,700**  
LEVEL 10

- 33 - LEGO Friends Castle Bed and Breakfast
- 34 - iLive Indoor/Outdoor Bluetooth Solar Speakers
- 35 - Foldable Drone
- 36 - \$90 Visa Gift Card
- 37 - \$95 Scout Shop Card

33



34



35



36



37

**\$1,450**  
LEVEL 9

- 28 - Youth Pickle Ball Set
- 29 - ICEE Cotton Candy Machine
- 30 - The North Face Stalwart Backpack
- 31 - \$75 Visa Gift Card
- 32 - \$80 Scout Shop Card

28



29



30



31



32



**Hawkeye Area Council**  
**Council Code: 172HAC**  
**www.hawkeyebsa.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

List all Patches, Pins, and Prizes earned above and turn in to your Unit Leader.



### **TO ENTER YOUR ORDER**

Go to: [www.kellerprizeprogram.com](http://www.kellerprizeprogram.com)

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

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"

The 'Add Prize' form contains the following fields and options:

- Navigation:** Districts, Units, Scouts, Prizes, + Add Prize
- Scout Information:** District (Caspio District 1), Unit (0003), Scout (test test)
- Invoice Period:** A dropdown menu with a "--Select--" option.
- Amount Sold:** A text input field.
- Prize Type:** A dropdown menu.
- Worksheet Verification:** A "Choose File" button and a "No file chosen" status.
- Pickup Information:** Fields for Zip, Pickup Name, and Pickup Email (pre-filled with testunit@caspio.com).
- Action:** A blue "Submit" button.

## **WINNER'S CIRCLE**

★ **SELL \$3,000**

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

*Prizes subject to availability*



- 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

\*Achiever prizes are 1 SCOUT PER PRIZE selection (siblings who share selling will only receive 1 prize per achieved level).

- ☐ Achiever Prize (Scouts that sell \$1,500+)
- ☐ Ultimate Achiever Prize (Scouts that sell \$3,500+ will receive this plus Achiever Prize #1)



## 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
Milk Chocolate Pretzels Iowa Tin	\$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
White Ruby	\$15.00	\$10.35	\$4.65
Yellow Popping Corn	\$15.00	\$10.35	\$4.65
White Cheddar	\$15.00	\$10.35	\$4.65
Military/Patriot	\$30.00	\$20.70	\$9.30
Military/Patriot	\$50.00	\$34.50	\$15.50
<b>Online Sales - Friends and Family</b>			
Reverent Collection	\$60.00		\$18.60
Clean Classic	\$55.00		\$15.50
Brave Medley	\$50.00		\$15.50
Thrifty Brew	\$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	\$10.00		\$3.10



## 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](http://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