

HAWKEYE AREA

COUNCIL 2024

PRPOPCORN.COM



COUNCIL POPCORN TEAM



AMANDA
SPEIDEL



JAMIE
HROMI

EDUCATION AT POPCORN UNIVERSITY

SCOUTS CAN LEARN...



Responsibility



Follow-Through



Customer Service



Goal Setting



Perseverance

POPCORN PAYS FOR...



Outdoor activities, camp maintenance & adventures



Yearly fees & renewals



Uniforms, patches & awards



Unit gear & supplies



High adventures



Celebrations, traditions & advancement

WHO WE ARE

Attention to detail is paramount. Since 1983, we have been creating high-quality popcorn. Over the last 41 years, we have partnered with different Boy Scout councils, tailoring each sale to maximize the unique strengths and resources of each council. This customization includes designing containers, offering exclusive products, and creating personalized promotions.

"Our goal at Pecatonica River has been and always will be to make the best Popcorn possible, consistently, efficiently and with high attention to detail. This goal is what keeps us in business year after year"

Nick Solomon,
~President

2024 PRODUCT MIX

YOUR FAVORITE POPCORN and MORE!



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 \$50



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 \$40 GF



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 \$30 GF



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 UD



MILK CHOCOLATY PRETZELS

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



MUD PUDDLES

A sweet combination of our buttery caramel corn and crushed peanuts coated in rich creamy fudge.
Net Wt. 15 oz. € \$25 GF



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



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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



TRAIL MIX

This flavorful treat has roasted peanuts, raisins, butter toasted peanuts, chocolate candies, sunflower seeds, and almonds.
Net Wt. 14 oz. ⦿ \$20



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



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



KETTLE CORN MICROWAVE (15 PACK)

Experience the combination of the sweet, yet salty flavor of Kettle Corn anytime. 0 grams of trans fat.
Net Wt. 37.5 oz. ✓ \$20 GF UD



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 fat.
Net Wt. 37.5 oz. + \$20 GF UD



WHITE RUBY

A tantalizing blend of sweet popcorn and tart cranberries smothered in luscious white fudge.
Net Wt. 10 oz. ⦿ \$10 GF



YELLOW POPPING CORN

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



WHITE CHEDDAR

Delicious gourmet popcorn with mild white cheddar flavor.
Net Wt. 3.5 oz. ○ \$10 GF



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.
\$20



MILITARY DONATIONS

A military donation allows customers to purchase popcorn for the military men & women serving our country and supporting Scouting at the same time.



PECATONICA RIVER POPCORN®

TOOLS TO BOOST SALES



SALES FLYERS

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



DOOR HANGERS

To allow more decision-making time, leave a door hanger with the customer to collect the order later.



TAKE-TO-WORK TENTS

Display your popcorn at a high-traffic area like your workplace to boost sales easily!



TASTING KITS

Scouts taste product and share their experience with customers.



BULLET BOARDS & TOTES

Draw attention to your sale.

TASTING KIT

FAMOUS PR POPCORN TASTING KIT

The purpose of a tasting session is to have each Scout try 1-2 kernels of each flavor. Let the Scouts vote on their favorites - have fun with it!

Boost your sales with a tasting session. Foster familiarity and product knowledge. Encourage the Scouts to share their tasting experience with potential buyers.





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

SCOUT SCRIPT & BEST PRACTICES

SCOUT SCRIPT

"Hello! My name is _____ and I am with pack/troop _____. I am selling popcorn to earn my way to _____ and support our camp outings. I have some great popcorn flavors available for sale. My favorite flavor is _____ and I know you will love our popcorn assortment. Would you consider supporting me?"

***Always thank your customer, even if they do not purchase. Be cordial & kind.

SELLING TIPS

- **Be in Uniform** - always wear your clean uniform.
- **Know Your Products** - know the names & types of popcorn you are selling.
- **Be Prepared** - practice your sales script and pitch. Have confidence and smile!
- **Always Thank your Customers** - even if they do not purchase.
- **Follow Scout Safety Tips** - buddy system, road-rules, money management and curfew.





ONLINE STOREFRONT

SHOP ONLINE!

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!













All sales qualify for Winner's Circle!
Personable email can be sent to family & friends with customized video message



2024 ONLINE SALE

Shop our product mixes today - or support the military with our **MILITARY DONATION**



					
Trustworthy Duo \$30.00	Loyal Favorite \$30.00	Friendly Bundle \$35.00	Kind and Spicy Combo \$35.00	Courteous Cluster \$40.00	Helpful Mix \$40.00
					
Obedient Blend \$40.00	Cheerful Variety \$45.00	Thrifty Brew \$45.00	Brave Medley \$50.00	Clean Classic \$50.00	Reverent Collection \$60.00

WWW.PRPOPCORNSTORE.COM



ONLINE RESOURCES

WWW.PRPOPCORN.COM

TRAINING VIDEOS

WATCH & LEARN OUR 12 VIDEOS
TO HELP YOU MAKE THIS SEASON
A SUCCESS!

PRINTABLE RESOURCES

RECEIPTS, LEAVE BEHINDS & MORE!

SALES TOOLS

NUTRITION INFORMATION,
PRODUCT WEIGHTS &
DIMENSIONS AND MORE!

PAYMENT INFO

LEARN ABOUT SUGGESTED
PAYMENT OPTIONS!

PR POPCORN WINNER'S CIRCLE

ONLINE SALES INCLUDED!

\$3,000 Winner's Circle
Scout can select their prize


- All popcorn sales count (S&S, TO, Online)
- Prize choice for every \$3,000 sold
- Kernel enters qualifying Scouts
- PRP fulfills and communicates with family



★ 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
 AIRPODS	 AMAZON FIRE 10" TABLET	 42" SMARTCAST TV
 ELECTRIC SCOOTER	 QUADCOPTER DRONE	

UNIT POPCORN KICKOFF

The Unit Popcorn kickoff offers a fantastic chance to captivate and inspire your Scouts while also providing an ideal platform to enlighten parents about the importance of selling popcorn to sustain your Scouting program.

BEST PRACTICES

- 1 Promote the Popcorn! The best way to sell Pecatonica River Popcorn is by tasting! Have the Scout try all the flavors and pick their favorite. In addition, practice their sales pitch & review all safety tips.



- 2 Discuss the Winner's Circle Prizes! All Scout sales, including Online Sales, qualify the Scouts for our Winner Circle prizes. Highlight previous sales' winners or prizes.



- 3 Make it fun! Consider banners, posters, balloons and music to help create a fun & exciting environment. This is your opportunity to really excite the Scouts!

3 APPS TO MANAGE YOUR SALE



MY PRPOPCORN

App used to promote online sales at the Scout level through social media.



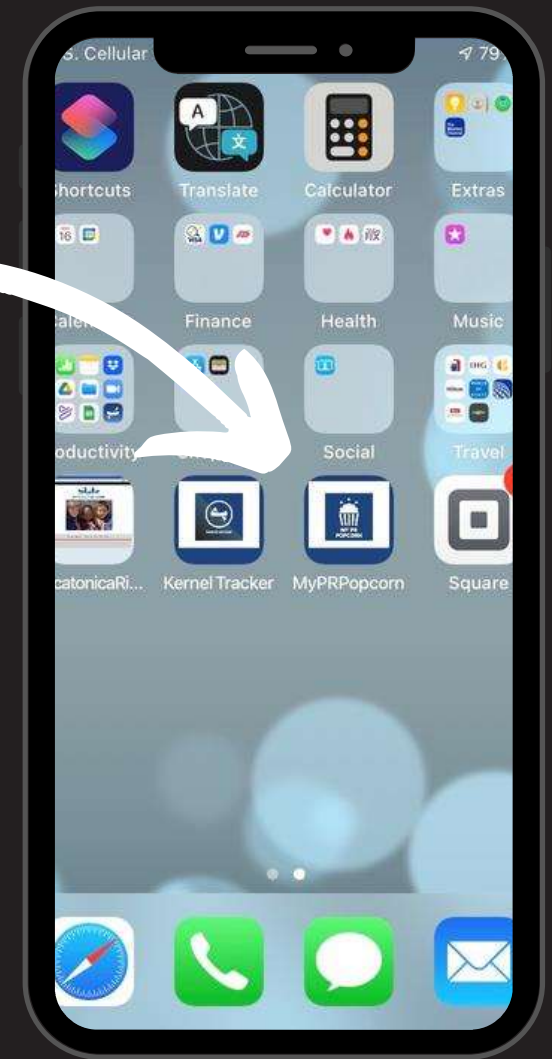
KERNEL TRACKER

App designed to manage unit level inventory down to the Scout level.



SQUARE READER

Money collection app to allow for the collection of credit cards.





USING MY PRPOPCORN

Quick & Easy Guide



**UNIT KERNEL
SIGNS YOU UP
FOR SELLER ID**

Watch for your registration email from
"Pecatonica River Popcorn"
(pops@prpopcorn.com) with the subject
"Boy Scouts of America Online Popcorn
Sale"



**CREATE YOUR
PROFILE**

Click : "Register Now" in the email from
step one to get to the MYPRP platform to
create a profile. Include a picture & video!
Drive your success with a complete profile!



**SHARE YOUR
LINK!**

Share to Facebook, X, Email and/or
Text by clicking the share buttons at
the top of your profile page.!



KERNEL TRACKER

Quick & Easy Guide

MANAGE INVENTORY

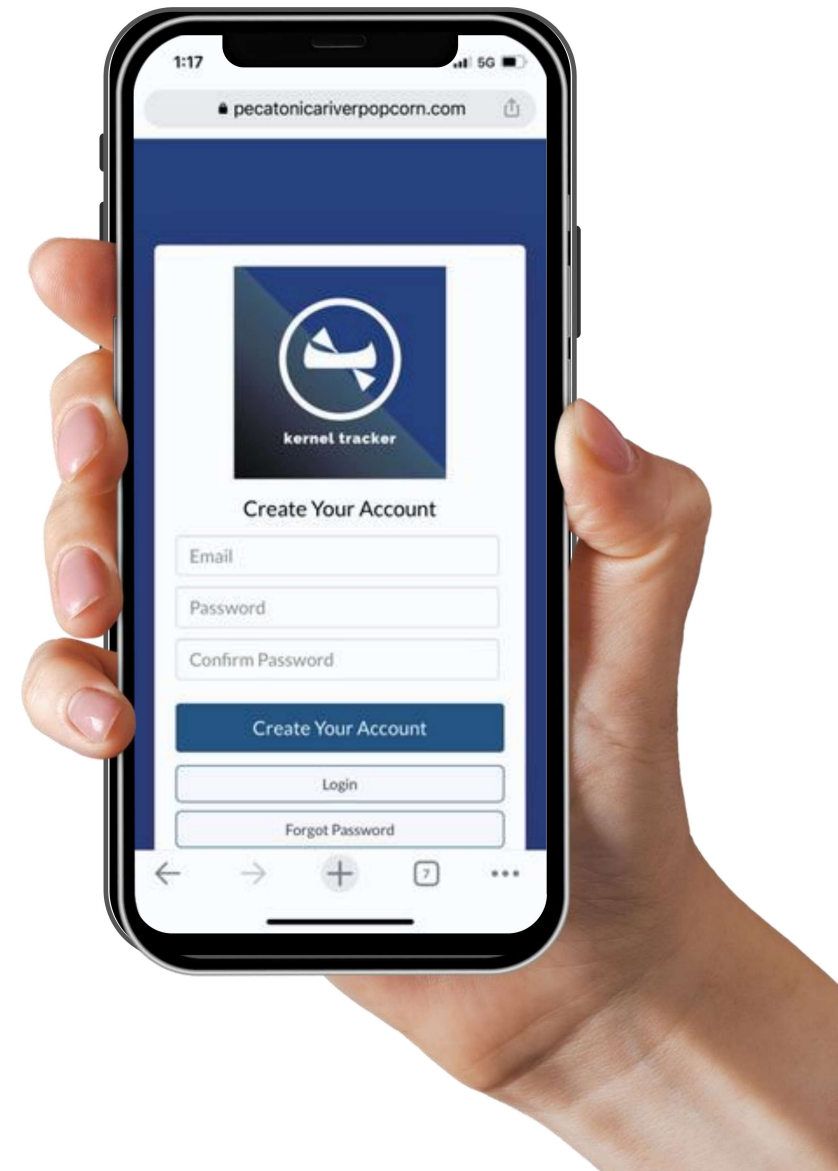
By Scout
Container
Retail Value!

VIEW DISTRIBUTED STOCK

By Scout
Container
Retail Value

MANAGE SITE LOCATIONS

Create location opportunities
Limit number of Scouts
Assign Scouts to Shifts





SQUARE READER

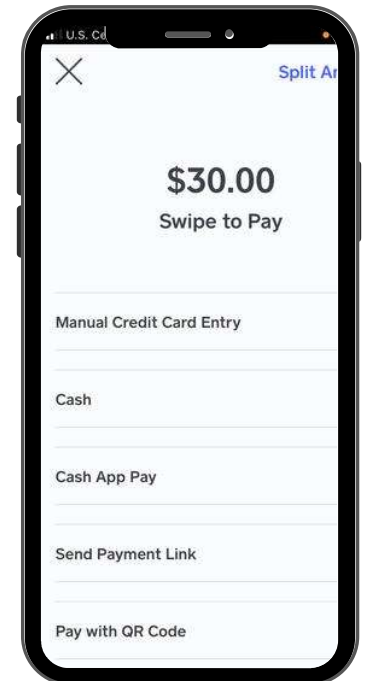
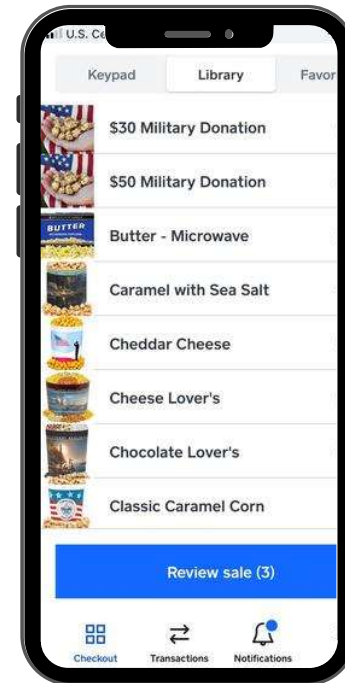
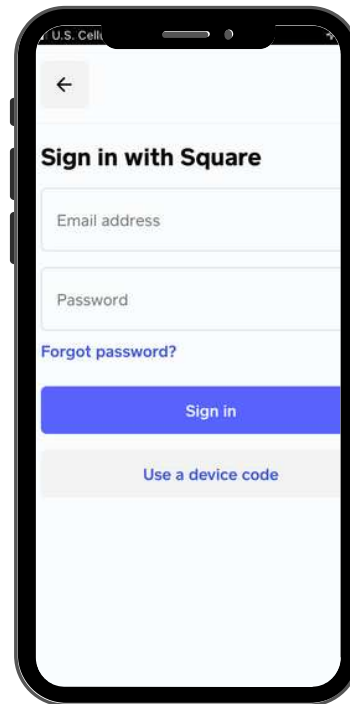
Capture Funds

PAYMENT TYPES

Cash
Check
Credit Cards

EASY DEPOSITS

All money collected is deposited into the unit account for payment to the Council



COUNCIL INCENTIVES



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under license
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Scouts of
America®.
All rights
reserved

Hawkeye Area Council Cedar Rapids, IA



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

**\$950
LEVEL 8**

- 25 - LEGO Batman - Batcycle
- 26 - Swiss Army Fieldmaster Knife
- 27 - Walkie Talkie Set w/ Rechargeable Batteries



**\$675
LEVEL 7**

- 21 - Hydration Pack - 2L
- 22 - Transformers: Rise of the Beasts: Bumblebee Model Kit
- 23 - Zing Quick Switch Power Bow
- 24 - 2-Person Waterproof Tent Assorted Colors



**\$550
LEVEL 6**

- 17 - E-Blox Parts Plus Construction Kit
- 18 - Telescope - 40X Magnification
- 19 - 5-in-1 Multi-Tool w/ Shovel & Ax
- 20 - Hexbug Mechanicals Wasp Assorted Colors



**\$450
LEVEL 5**

- 13 - Light Saber w/ Stand
- 14 - 5pc Stainless Steel Mess Kit
- 15 - Adventure Duffie Bag w/ BSA® Branding
- 16 - Air Hunterz Zano Bow w/ 2 Zarts



**\$325
LEVEL 4**

- 9 - Multi Tool Flashlight
- 10 - Magic Sand Set w/ 8 Molds
- 11 - White Handle Lock Blade Knife & Case w/ BSA® Branding
- 12 - Catapult Plane w/ Decorative Stickers



**\$200
LEVEL 3**

- 5 - Dry Bag - 5 liter - Yellow w/ BSA® Branding
- 6 - Mini Multi-Tool w/ Case
- 7 - 4x30 Binocular w/ Case
- 8 - 6" Stuffed Animal - Goat



**\$125
LEVEL 2**

- 1 - First Aid Kit w/ Waterproof Case
- 2 - Cinch Backpack w/ BSA® Branding
- 3 - Mini Dynamo Dual LED Light w/ BSA® Branding
- 4 - Watch/Pedometer



LEVEL 1

- 0 - Popcorn Sale Patch
Sell any item.



Additional Prizes You Can Earn

- \$1,100 Achiever Pkg Level 1
- \$3,000 Pecatonica Winners Circle
- \$3,250 Achiever Pkg Level 2

**\$5,000
LEVEL 14**

- 53 - Lego Technic Lamborghini
- 54 - \$350 Visa Gift Card
- 55 - \$370 Scout Shop Card



**\$3,500
LEVEL 13**

- 48 - LEGO Technic Mercedes-AMG F1 W14 E Performance
- 49 - Cross Canyon 2 Tent & Footprint
- 50 - Carrera Evolution Mario Kart Analog Electric Slot Car Racing
- 51 - \$200 Visa Gift Card
- 52 - \$210 Scout Shop Card



**\$2,850
LEVEL 12**

- 43 - Adventure Camp Package
- 44 - BioLite CampStove 2+
- 45 - Case Boneslag Folding Hunter Knife w/ Leather Sheath
- 46 - \$165 Visa Gift Card
- 47 - \$175 Scout Shop Card



**\$2,150
LEVEL 11**

- 38 - iLive Indoor/Outdoor Bluetooth Solar Speakers
- 39 - LEGO City Modular Space Station
- 40 - Coleman Sundome 4 Person Tent
- 41 - \$125 Visa Gift Card
- 42 - \$130 Scout Shop Card



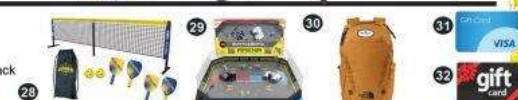
**\$1,700
LEVEL 10**

- 33 - LEGO Friends Castle Bed and Breakfast
- 34 - SkullCandy Wireless Earbuds
- 35 - Foldable Drone
- 36 - \$90 Visa Gift Card
- 37 - \$95 Scout Shop Card



**\$1,450
LEVEL 9**

- 28 - Youth Pickle Ball Set
- 29 - HEXBUG BattleBots Arena Bite Force & Blacksmith
- 30 - The North Face Stalwart 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.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.

1ST Order due by 8/16/2024

Add New Order

 Invoice Periods /  Invoices /  Unit Orders /  Add Order

Sale Season	District	Unit Type	Unit
Fall 2024	Hawkeye Area Council	Council	9999

Order Type *

--Select--



Pick Up Location *

--Select--



Continue

Sell at Football Games

Hawkeye Football Home Games!!!

9/14 Troy

10/12 Washington

10/26 Northwestern (Homecoming)

11/2 Wisconsin



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 ☺



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 ☺

<https://hawkeyesports.com/sports/football/schedule/>

Sort and Initial Pick Up



First Order Sort and Pick-up

Units will pick up sale forms and initial order

Wednesday, September 4, 2024 1:00 – 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

(units that help with the sort can pick up their orders first)

ReOrder Process

Place orders by noon on Monday for pick up the next Friday.



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Order by NOON				Pick up Order	

Popcorn re-orders can be picked up Monday, Wednesday,
Friday, 8:30am-4:00pm

You will receive an email when your order is ready for pick up.
Please wait to come in until you receive your ready for pick up
email

Half Way Point

September 30th

- Email will be sent showing 50% of unit cost

October 7th

- Turn in 50% of unit popcorn cost (per email sent 9/30)



Trades

Trades can happen between Oct 7th – 21st

Once you have paid 50% of unit popcorn cost and submitted your full unit roster you can start to process popcorn trades.

Trade Process:

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 quantity and product you are trading in.

End of Sale

- October 21st – last chance for units to place reorder for pick up on October 25th.
 - Orders received after 12:00 PM on October 21st will be available to pick up on November 15th.
- November 4th – Last chance to place take-order for pick up on November 15th.
 - Sale ends
 - Returns due (5% container max allowed, to units that turned in 50% of popcorn payments)
 - Final payment due
 - Military donations due



PECATONICA RIVER POPCORN®

THANK
YOU

FOR SUPPORTING SCOUTING
