

1 Why do we sell popcorn ?

- Pay for your son's summer camp.
- Pay for your son's entire year in Scouting.

How do we sell?

Check with your Leader to see what sales methods you use.



- Go door-to-door and take orders.
- Ask your Leader about "Show & Deliver."
- Parents can sell at their work.
- Sell online with orderpopcorn.com.

Set a goal!

- Improve your son's chance for success.
- Set a goal to pay for camp this year.

When selling, play it safe.

- Never enter anyone's home.
- Avoid carrying large amounts of cash.
- Go with a parent or another Scout.
- Stay on sidewalks or paths.



2 Trail's End quality.

- 70% of people will buy Trail's End when asked.*
- Over 90% said they will buy again next year!*

* based on research 2005



Highest profit.

With Trail's End, on average, 70% of the sale price goes to pay for local Scouting programs.



2006 Parent Guide

WHEN YOU SELL
POPCORN YOUR SON
WILL GET MORE
OUT OF SCOUTING.

3 Fill it up!

Any Scout that completes an order form with 25 orders will receive a Fill It Up Patch and Certificate from Trail's End.



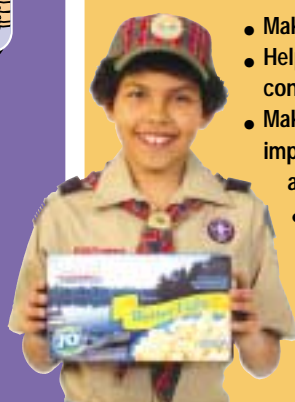
Valuable gift cards.

\$1,500 in sales gets you a choice of \$50 gift cards from Wal-Mart, Coleman, Games & Gadgets or Scoutstuff.org.



Scholarships.

If you sell \$2,500 or more your Scout will be eligible to earn 6% of his sales for his post high school education.



4 What's expected of me as a parent ?

The parent's role in the popcorn sale is very important. You should help your son in every way possible.

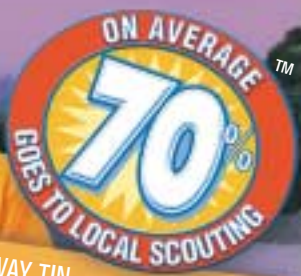
- Make the sale a family affair.
- Help him understand that he's making a contribution to his Pack or Troop.
- Make this a chance for your Scout to improve his communication skills and to gain self-confidence.
- Be a partner to your son.



POP CORN SALE
THE 2006
GUIDE TO

Trail's End America's Best Popcorn

Thank You for Supporting Scouting



MY POPCORN SALES GOAL IS \$ _____

- Ask your Leader about entering orders online.
- Visit us on the web at trails-end.com

MAKE CHECKS PAYABLE TO: _____

5-Way Tin	3-Way Tin	Cheese Tin	Choc. Caramel Crunch	Caramel Corn 26 oz.	15-Pack Kettle Corn	15-Pack Unbelievable Butter	15-Pack Butter Light	Caramel Corn 11 oz.	Popping Corn	Delivery Date
\$50	\$40	\$25	\$17	\$17	\$15	\$15	\$15	\$9	\$9	

5-WAY CHOCOLATE LOVER'S TIN

CHOC-FULL of Chocolatey Goodness!

- Chocolatey Caramel Crunch™ 20 oz.
- White Chocolatey Caramel Crunch 20 oz.
- Chocolatey Pretzels 18 oz.
- White Chocolatey Pretzels 18 oz.
- Chocolatey Peanut Clusters 12 oz.
- Trans Fat Free

\$50 UD

SAVORY & SWEET 3-WAY TIN

Cheddar, Caramel, Chocolate

- Gourmet Cheddar Cheese Corn 7 oz.
- Our finest Gourmet Caramel Corn with almonds & pecans 24 oz.
- Chocolatey Caramel Crunch™ 22 oz.
- Trans Fat Free

\$40 UD

CHEESE LOVER'S DELIGHT

The Cheesiest Cheddar Popcorn!

- Gourmet, delicious, savory
- Sealed for freshness
- Three 7 oz. foil bags
- Trans Fat Free

\$25 UD

CHOCOLATEY CARAMEL CRUNCH™

More Chocolatey Goodness!

- More to love
- Packed in foil for freshness
- 24 oz.
- Trans Fat Free

\$17 UD

GOURMET CARAMEL CORN

With Almonds & Pecans!

- Gourmet caramel corn with almonds & pecans
- Tribute to Scouting tin
- 26 oz.
- Trans Fat Free

\$17 UD

15 PACK KETTLE CORN MICROWAVE POPCORN

BIG 15-pack Sweet 'N Salty

- Old-fashioned flavor
- County fair favorite

\$15 UD

15 PACK "UNBELIEVABLE BUTTER"™

BIG 15-pack Microwave Popcorn

\$15 UD

15 PACK BUTTER LIGHT

BIG 15-pack Microwave Popcorn

\$15 UD

CARAMEL CORN

With Peanuts!

- "The Original" caramel corn with caramel-glazed peanuts
- 11 oz.
- Trans Fat Free

\$9 UD

POPPING CORN

- 2.5 lb.
- Trans Fat Free

\$9 UD

NAME	STREET ADDRESS (No P.O. Box)	PHONE or E-MAIL	\$50	\$40	\$25	\$17	\$17	\$15	\$15	\$15	\$9	\$9	AMOUNT DUE	DLV. PD.
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1/2 way there, keep selling!

You filled it up!

GET THIS NEAT PATCH and a certificate When You Fill Up This Order Form

I FILLED IT UP!



Total Containers

UNIT _____ SCOUT'S NAME _____

SCOUT'S ADDRESS _____ CITY, STATE & ZIP _____

COUNCIL NAME _____ PHONE (or) E-MAIL _____

PRIZE CHOSEN _____ UNIT LEADER SIGNATURE _____ TOTAL SALES ALL FORMS _____ (1 of _____ forms)

To receive a "Fill It Up" patch have your Pack or Troop Leader sign in space above, add your home address where indicated, and send a copy of this order form to FILL IT UP Program, Trail's End, 9850 Westpoint Drive, Suite 100, Indianapolis, IN 46256. Remember to keep a copy of your completed order form for yourself.

To see full nutritional information for all Trail's End products visit: trails-end.com

PICK A PRIZE AND START SELLING!

Visit trails-end.com for complete prize descriptions

Sell 1 Item

Get this official 2006 Popcorn Patch or official 2006 Popcorn Pin!

\$85 Level

06-2A Pocket Tool Kit with Case
06-2B Master Jack Knife
06-2C FM Scanner Radio with Light & Batteries
06-2D Carabiner with Compass and Clock

\$170 Level

06-3A 10 Function Pocket Knife
06-3B 25 Piece Flashlight Toolkit
06-3C Deluxe Game Radio with Headphones
06-3D LED Flashlight, Compass, Thermometer, Whistle

\$250 Level

06-4A 18-in-1 Multi-Purpose Survival Kit
06-4B Coleman® Widebeam Flashlight
06-4C Trailworthy Camping Backpack Cooler
06-4D Sudoku Game

\$350 Level

06-5A Premium Digital Camera
06-5B Bushnell® Powerview 8 x 21 Binoculars
06-5C Coleman® Classic U-Tube Lantern

\$550 Level

06-6A Bear® Archery Turbo Fire Bow Set
06-6B 5" TV with AM/FM Radio and 3-way Power
06-6C Trailworthy 3-man Dome Tent

\$750 Level

06-7A Sevylor® 2-person Boat Kit
06-7B Motorola® Re-chargeable 2-way Radios with 5-mile Range
06-7C Buck® Pocket Knife

\$1,000 Level

06-8A Meade® Waterproof 10 x 25 Binoculars
06-8B Timex® Digital Compass/Watch
06-8C Coleman® 9'x7' Sundome Tent

\$1,250 Level

06-9A Meade® 25 x 50 Polaris Telescope
06-9B Phillips® DVD Player
06-9C MP3 Player

\$1,750 Level

06-10A Supersonic® Stereo System
06-10B Coby® 5.5-inch Portable Color TV
06-10C USA 18-speed Mountain Bike (Pathfinder®)

\$2,250 Level

06-11A Audiovox® 5-inch Portable DVD Player
06-11B Mongoose® Electric Scooter
06-11C iPod®

Bonus prizes, scholarships

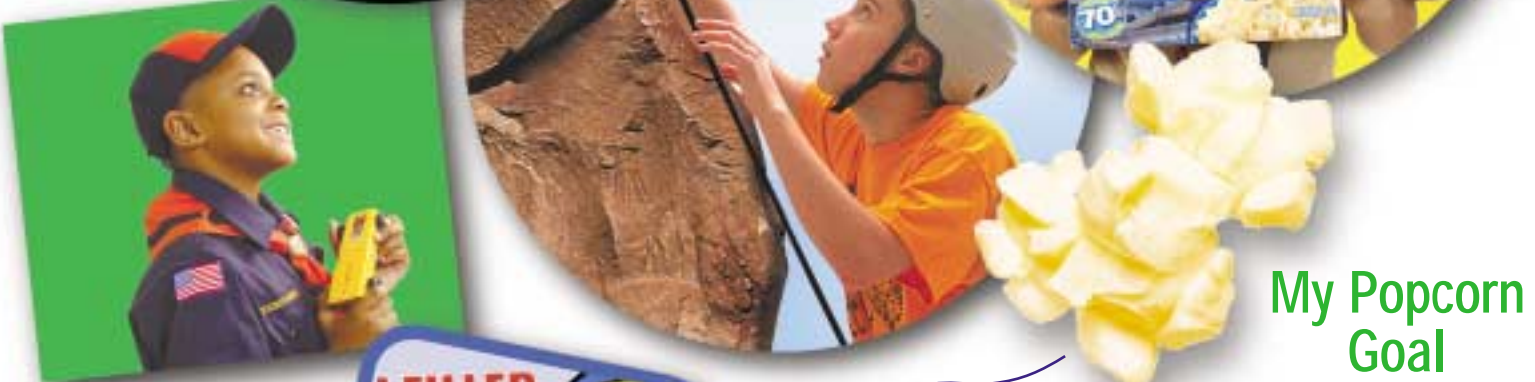
EXTRA BONUS PRIZES from TRAIL'S END!
If you sell \$1,500 or more you can claim an EXTRA Bonus prize with your choice of the \$50 Gift Cards shown here. To claim your Gift Card from Trail's End get the necessary form from your Leader, or download one from trails-end.com.

SCHOLARSHIPS, TOO!
Scouts who sell \$2,500 or more may be eligible for a Trail's End scholarship. You can download the necessary form from trails-end.com or you can ask your Leader for one.

Scout Guide to the 2006 Popcorn Sale

FOR SCOUTS ONLY!

SELL POPCORN AND DO FUN STUFF IN SCOUTING!



My Popcorn Goal
\$ _____

Fill Up Your Order Form and Get a Special Patch and Certificate!



EARN A FUN PRIZE!



My Prize Goal

SAFETY TIPS

- Always sell with another Scout or with an adult.
- Never enter anyone's home.
- Never sell after dark unless you're with an adult.
- Don't carry large amounts of cash.
- Always walk on the sidewalk and driveway.

Earn a Wal-Mart® Gift Card! If you choose this Gift Card as your prize, you may go to your neighborhood Wal-Mart and make a purchase.

Earn a Coleman® Gift Card! If you choose this Gift Card as your prize you can make your purchase online at www.coleman.com/cashrewards

Earn a Trail's End Games & Gadgets Gift Card! If you choose this Gift Card as your prize you can make your purchase online at www.emasp.com/prizes. Member name: **scouts** Password: **popcorn**

Earn a BSA Gift Card! If you choose this Gift Card as your prize you can make a purchase online at www.scoutstuff.org

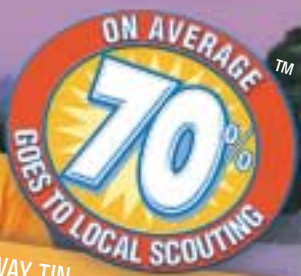
Guidelines: (1) Prizes earned are based on individual sales. NO combining of sales with other Scouts. (2) Each Scout may select one prize from the sales level reached, or from a lower level, plus a patch or pin. (3) Turn in your prize order when you turn in your popcorn order. All orders and additions must be submitted through the Council. (4) Prizes will be sent to your Unit Leader. The Trail's End \$1,500 winner's prize will be sent to your Scout's home. (5) Prizes are subject to demand and availability. If the prize is no longer available, Trail's End reserves the right to substitute a prize or gift card of equal or greater value. (6) The \$1,500 sales prize is a reward from Trail's End in addition to the other prize the Scout earns. It does not count against the dollars needed for a prize. (7) Sell \$2,500 or more and also qualify for the Trail's End Scholarship Program. (8) Scouts need Whittling-Chip or Totin-Chip and parent's permission to choose a knife. (9) Scouts must have parent's permission to choose the bow and arrow prize.

trails-end.com



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- White Chocolatey Pretzels 18 oz.
- Chocolatey Peanut Clusters 12 oz.
- Trans Fat Free

\$50 UD

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Cheddar, Caramel, Chocolate

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1/2 way there, keep selling!

You filled it up!

5-WAY TIN	3-WAY TIN	CHEESE TIN	CHOC. CARAMEL CRUNCH	CARAMEL CORN 26 OZ.	15-PACK KETTLE	15-PACK UNBELIEVABLE BUTTER	15-PACK LIGHT	CARAMEL CORN 11 OZ.	POPPING CORN	Total Dollars

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SCOUT'S ADDRESS _____ CITY, STATE & ZIP _____

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