



PECATONICA RIVER POPCORN®

**BLACK  
SWAMP  
AREA  
COUNCIL**



# WHO IS PECATONICA RIVER POPCORN

Attention to detail is key. We have been making quality popcorn since 1983. Over the last 42 years we have worked with a number of Boy Scout councils while specializing each sale to capitalize each council's strengths and assets. This includes everything from container design, unique products and custom 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"

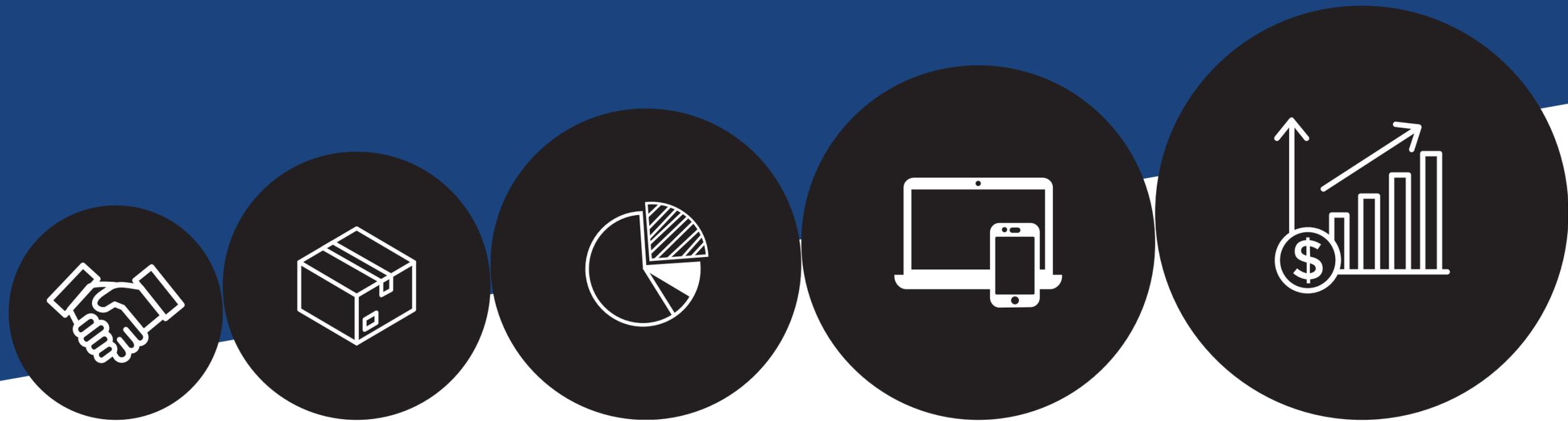
*Nick Solomon,*  
~President

# PARTNERING TOGETHER



# OPPORTUNITY TIMELINE

CONTINUAL, PREDICTABLE GROWTH WITH PR POPCORN



Pecatonica River Popcorn has a history of developing a program that ultimately leads to stronger popcorn sales through superior product, customer service and council involvement.

# MARKETING

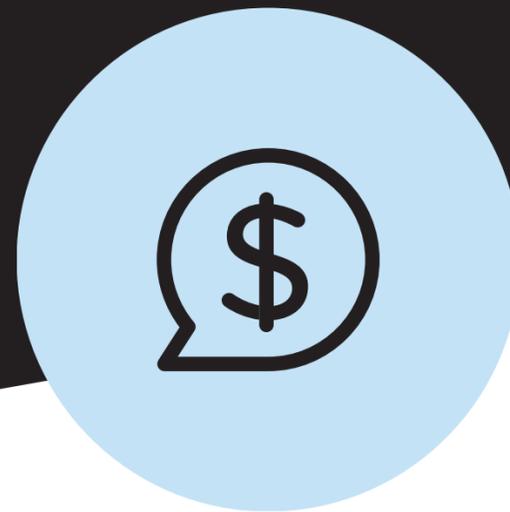
## Defined by the 4 Ps

The sum of activities involved in directing the flow of goods and services from producers to consumers.

Marketing's principle function (performed by the council) is to promote and facilitate exchange.



**PRODUCT**



**PRICE**



**PLACE**



**PROMOTION**

# PRODUCT

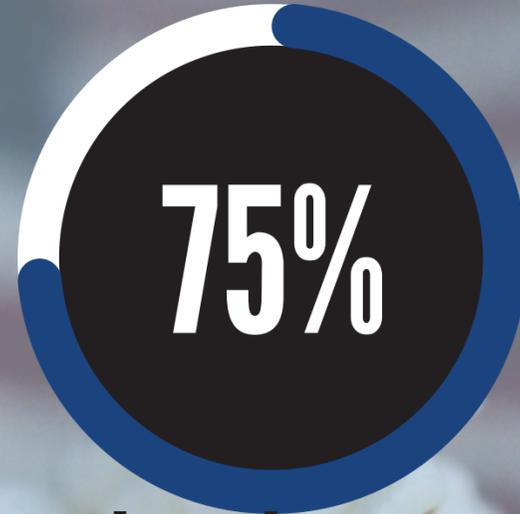
## QUALITY, GOURMET POPCORN



- YELLOW POPPING CORN
- CLASSIC CARAMEL CORN
- 15PK MICROWAVE BUTTER
- 15PK MICROWAVE KETTLE
  - CHEDDAR CHEESE
  - CARAMEL SEA SALT
  - SEA SALT SPLASH
- CHOCOLATE PRETZELS
- CHEESE LOVER'S 4WAY
- MILITARY DONATIONS

Orders invoiced at time of delivery with full payment on or before 12/15/2025

# PRICE



**70-75% of traditional sales go back to Scouting**  
**Council determined price points**  
**FREE SHIPPING (no minimums)**

**\$15**

**\$20**

**\$25**

**\$30**

**\$50**



**\$15**

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**Adventure**  
2# Popping Corn Bucket

**Timeless Values**  
8 oz. Classic Caramel Bucket



**\$25**

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**15 Pk Butter Microwave**

**15 Pk Kettle Microwave**



**\$20**

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## **Salute**

7 oz. Cheddar Cheese Bucket



**\$25**

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**OSU**

15 oz. Caramel Sea Salt Tin

**Trimming the Tree**

15 oz. Sea Salt Splash Tin



**\$30**

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**Heartland Lights**  
15 oz. Chocolate Pretzels Tin



**\$50**

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## **A Helping Hand**

20 oz. Cheese Lovers 4Way Tin  
Cheddar, Jalapeno, White Cheddar, Buffalo Ranch

**\$30**

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**Military Donation**  
\$9.00

**\$50**

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**Military Donation**  
\$15.00

# PLACE

## LOGISTICS COVERED

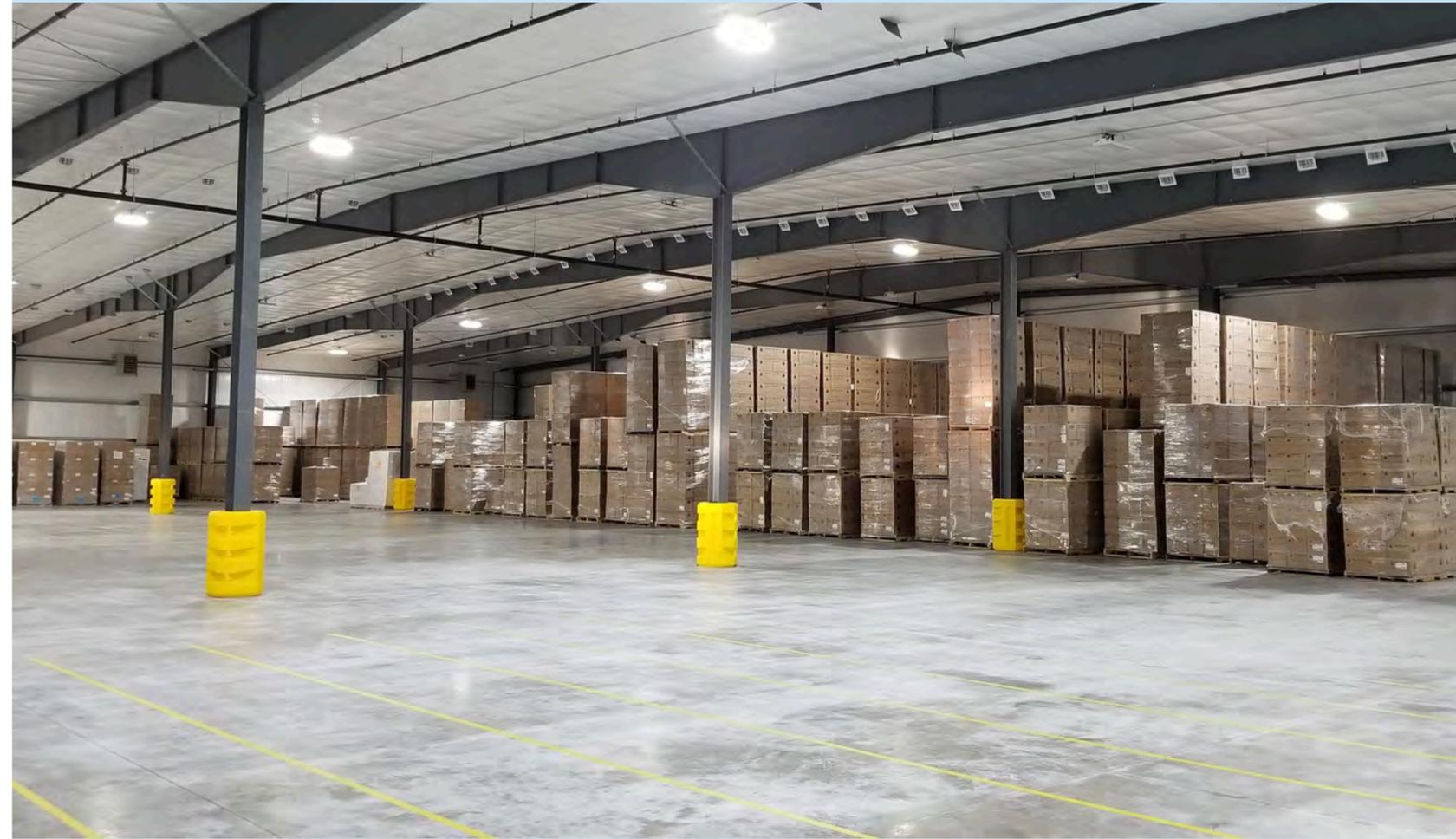
Multiple Delivery Locations

Dock/Forklift/Pallet Jack/  
Semi-Truck accessible

Multiple Orders

Refills & Returns

Scout Boss (Place/Track Orders)



\*Excess product picked up and credited at end of sale

SALES FLYERS



DOOR HANGERS



TAKE-TO-WORK  
TENTS



MONEY ENVELOPES



PARTICIPATION  
PATCHES



\$3,000 WINNER'S  
CIRCLE



TASTING KITS

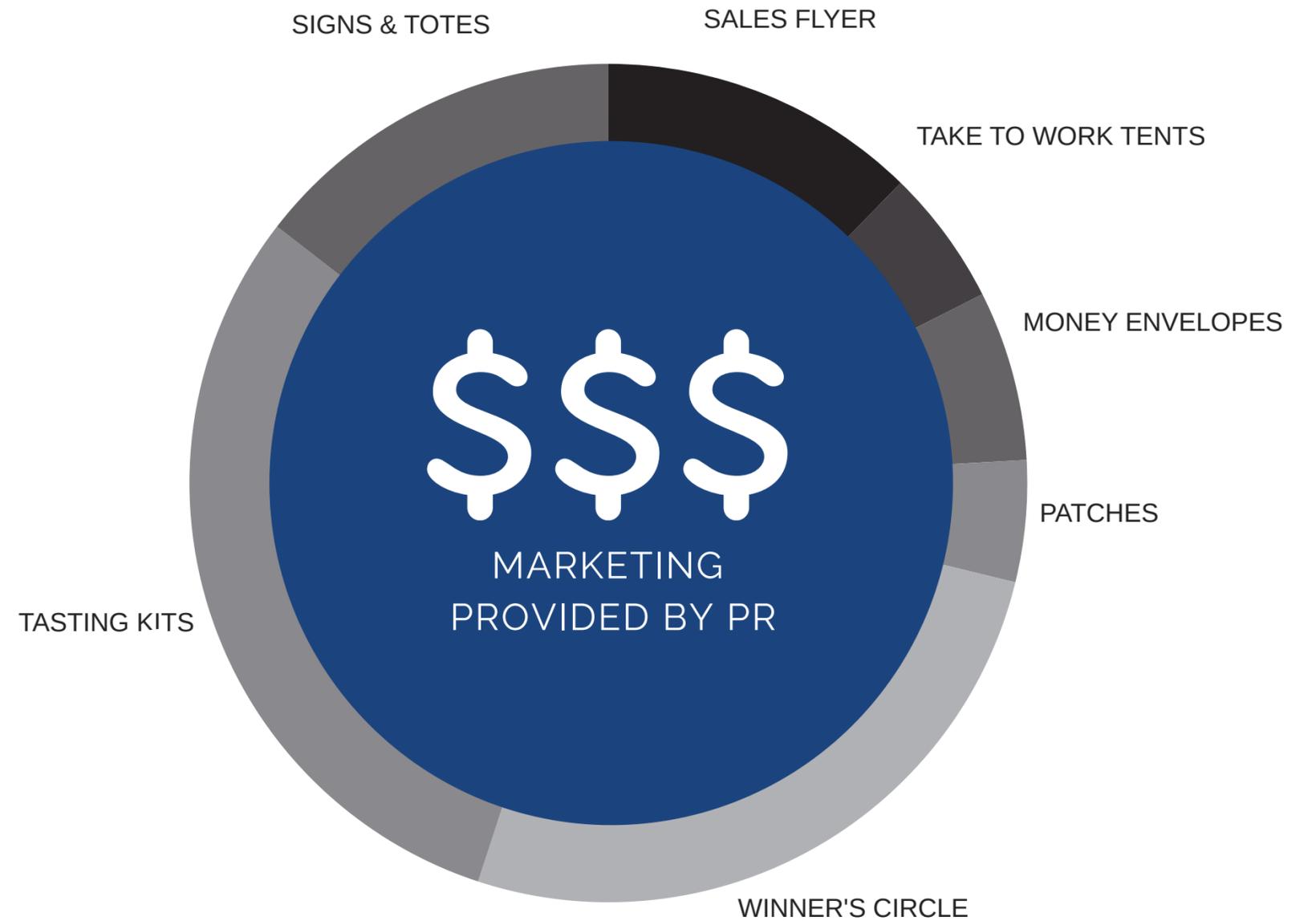


SIGNS & TOTES



# PROMOTION

## All Inclusive





# **FAMOUS PR POPCORN TASTING KIT** **(It's Free!)**

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.



# PR POPCORN WINNER'S CIRCLE ONLINE SALES INCLUDED!

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

## 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**



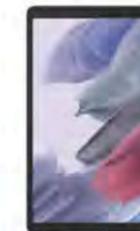
**\$200 BEST BUY  
GIFT CARD**



**\$200 AMC  
GIFT CARD**



**AIRPODS**



**AMAZON FIRE  
10" TABLET**



**42" SMARTCAST  
TV**



**ELECTRIC  
SCOOTER**



**QUADCOPTER  
DRONE**

# 3 APPS TO MANAGE YOUR SALE



## MY PRPOPCORN

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



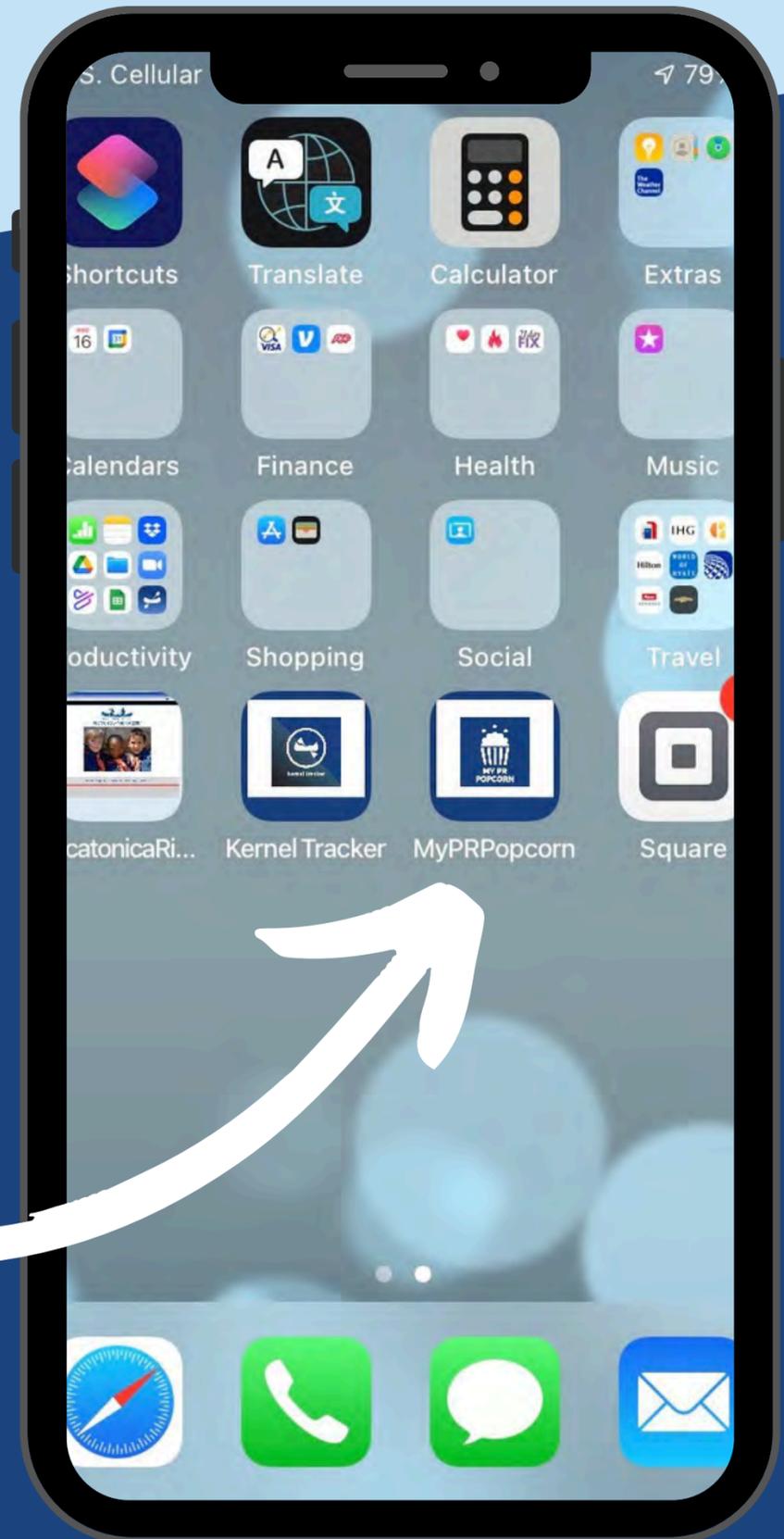
## KERNEL TRACKER

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



## SQUARE

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



# ONLINE STOREFRONT

PRPOPCORNSTORE.COM

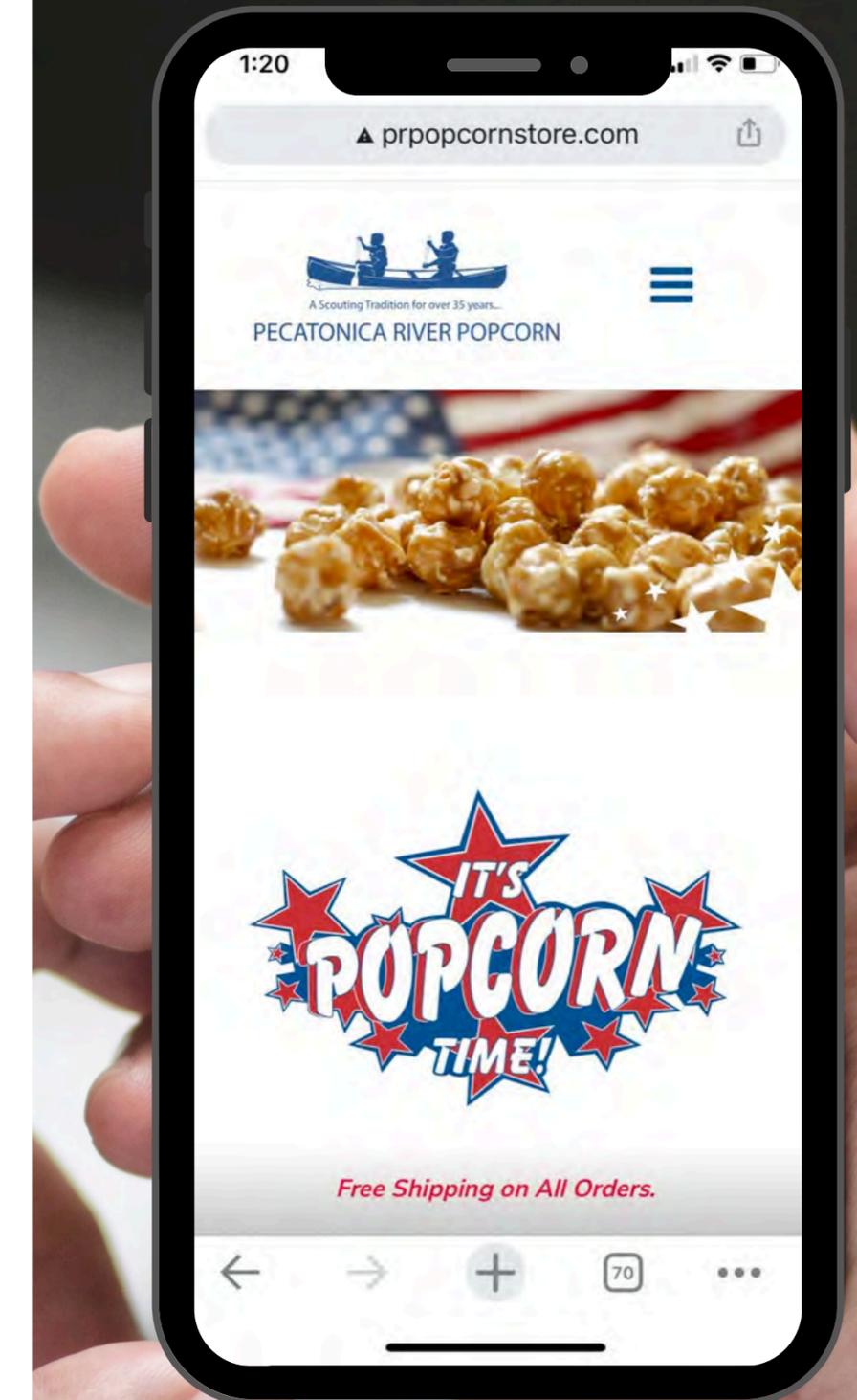
60% of every purchase goes to the Scout's unit and Council in their name

FREE SHIPPING

No deliveries to worry about - all ships from PRP

ALL SALES COUNT TOWARDS PRIZE LEVELS

Personal email can be sent to family & friends with customized video message



# 2025 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

# BLACK SWAMP AREA COUNCIL

## PRODUCT

### QUALITY, GOURMET POPCORN

YELLOW POPPING CORN  
CLASSIC CARAMEL CORN  
15PK MICROWAVE BUTTER  
15PK MICROWAVE KETTLE  
CHEDDAR CHEESE  
CARAMEL SEA SALT  
SEA SALT SPLASH  
CHOCOLATE PRETZELS  
CHEESE LOVER'S 4WAY  
MILITARY DONATIONS

FULL PRODUCT OFFERING AVAILABLE FOR  
SHOW N SELL (EVEN CHOCOLATE)

\*ORDERS INVOICED AT TIME OF DELIVERY WITH  
FULL PAYMENT ON OR BEFORE 12/15/2025\*

\*NATIONAL BRANDING FEE OF \$0.50 PER  
CONTAINER INVOICED AT END OF SALE ON ALL  
PRODUCTS EXCEPT MILITARY DONATIONS\*

## PRICE

75%

70-75% OF TRADITIONAL SALES GO  
BACK TO SCOUTING

COUNCIL DETERMINED PRICE POINTS

\$15

\$20

\$25

\$30

\$50

## PLACE

MULTIPLE DELIVERY LOCATIONS  
MULTIPLE ORDERS - REFILLS & RETURNS  
SCOUT BOSS (PLACE/TRACK ORDERS)

\*EXCESS PRODUCT PICKED UP AND  
CREDITED AT END OF SALE

## PROMOTIONS

ALL INCLUSIVE

SALES FLYERS - DOOR HANGERS  
TAKE TO WORK TENTS - MONEY ENVELOPES  
PARTICIPATION PATCHES - TOTE BAGS  
\$3,000 WINNER'S CIRCLE  
TASTING KITS - SIGNS

## HOW 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

# THANK YOU

