

o o o o

BLACK SWAMP AREA COUNCIL



PECATONICA RIVER POPCORN®



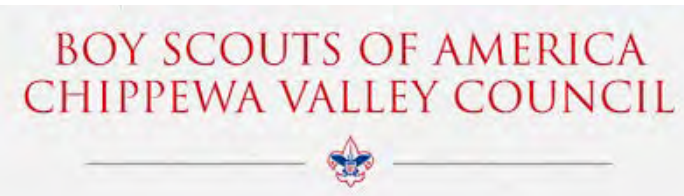
WHO IS PECATONICA RIVER POPCORN

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



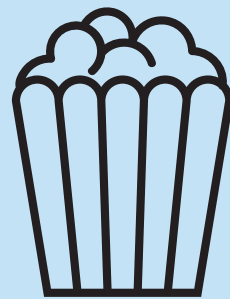
Pecatonica River Popcorn has a history of developing a program that ultimately leads to stronger popcorn sales through superior product, customer service and council involvement.

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

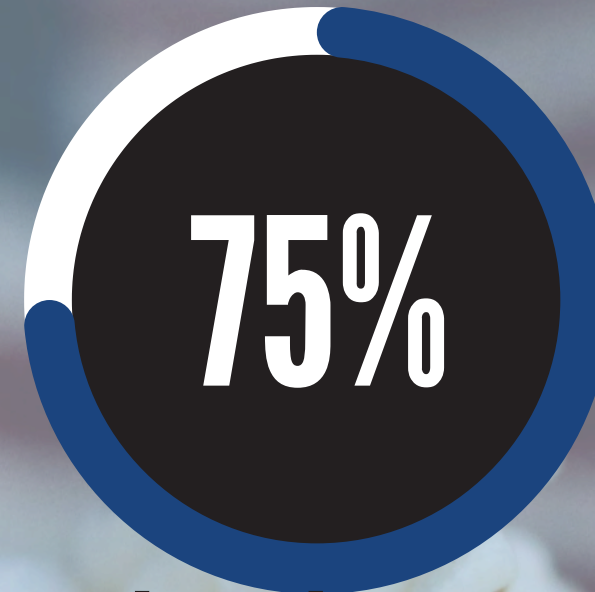
QUALITY, GOURMET POPCORN



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

Adventure
2# Popping Corn Bucket

Timeless Values
8 oz. Classic Caramel Bucket



\$25

15 Pk Butter Microwave

15 Pk Kettle Microwave



\$20

Salute

7 oz. Cheddar Cheese Bucket



\$25

OSU

15 oz. Caramel Sea Salt Tin

Trimming the Tree

15 oz. Sea Salt Splash Tin



\$30

Heartland Lights

15 oz. Chocolate Pretzels Tin



\$50

A Helping Hand

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



Military Donation
\$9.00

Military Donation
\$15.00

PLACE

LOGISTICS COVERED

Multiple Delivery Locations

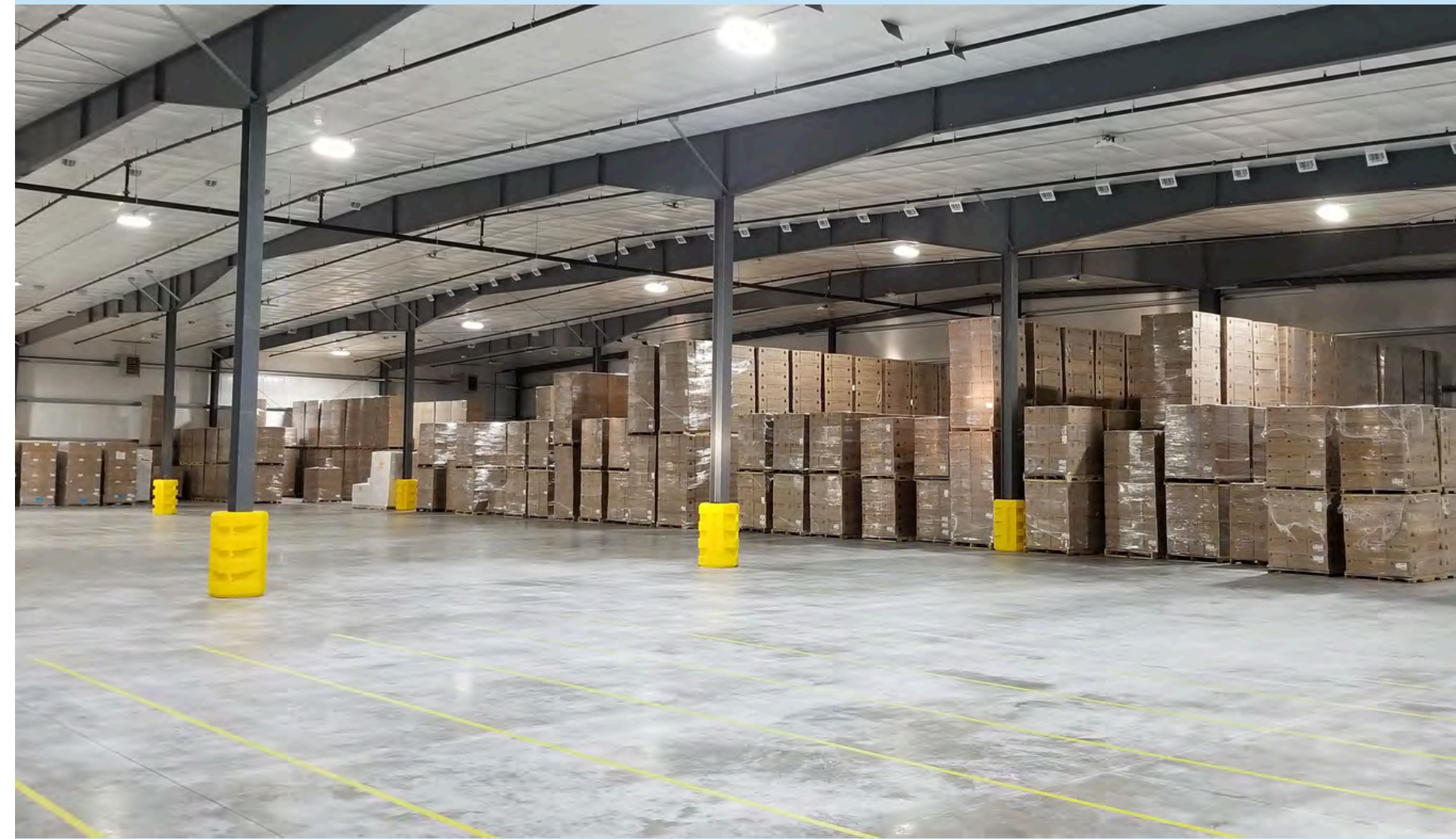
Dock/Forklift/Pallet Jack/

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**



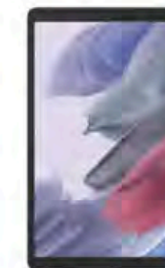
**\$200 BEST BUY
GIFT CARD**



**\$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.



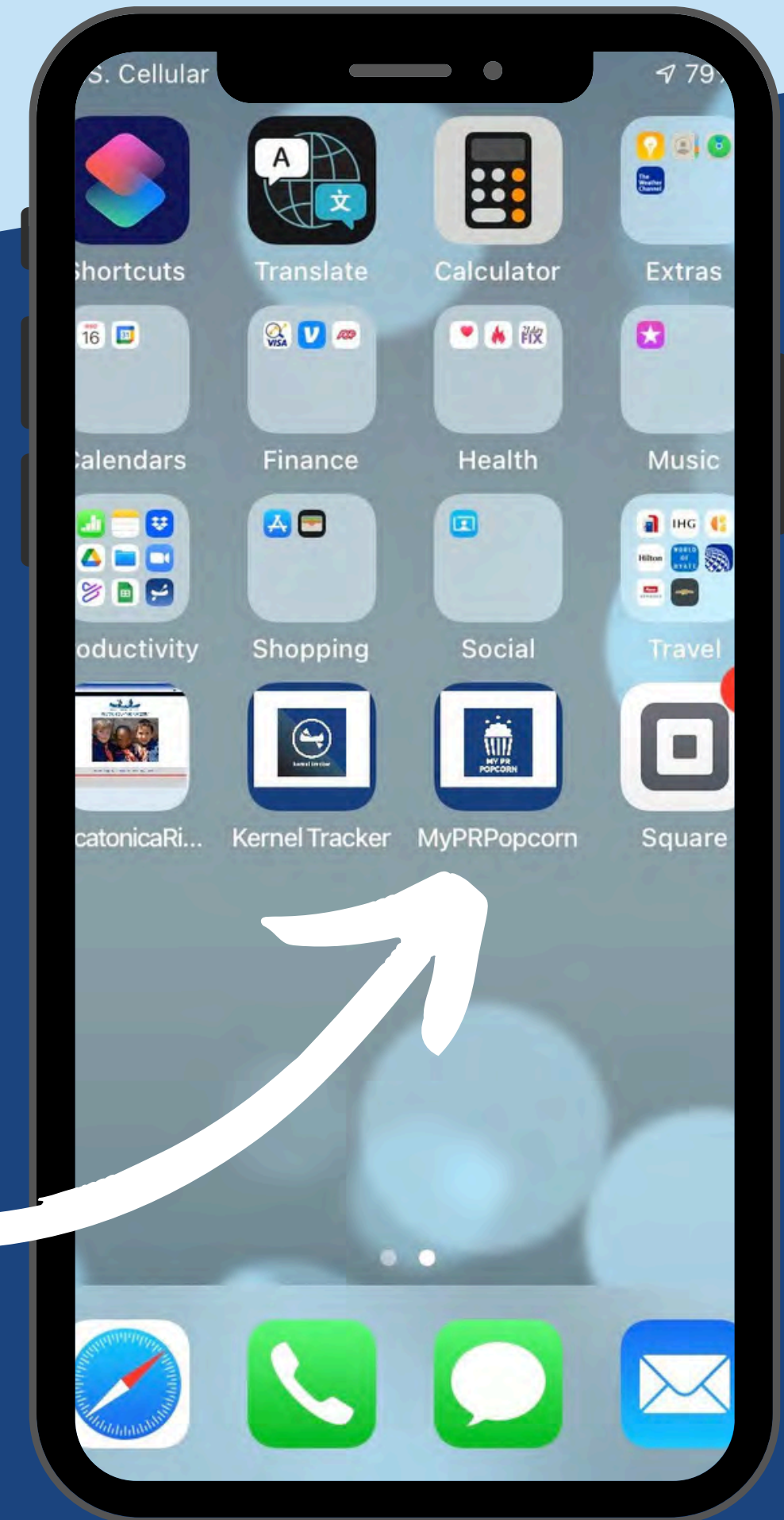
KERNEL TRACKER

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

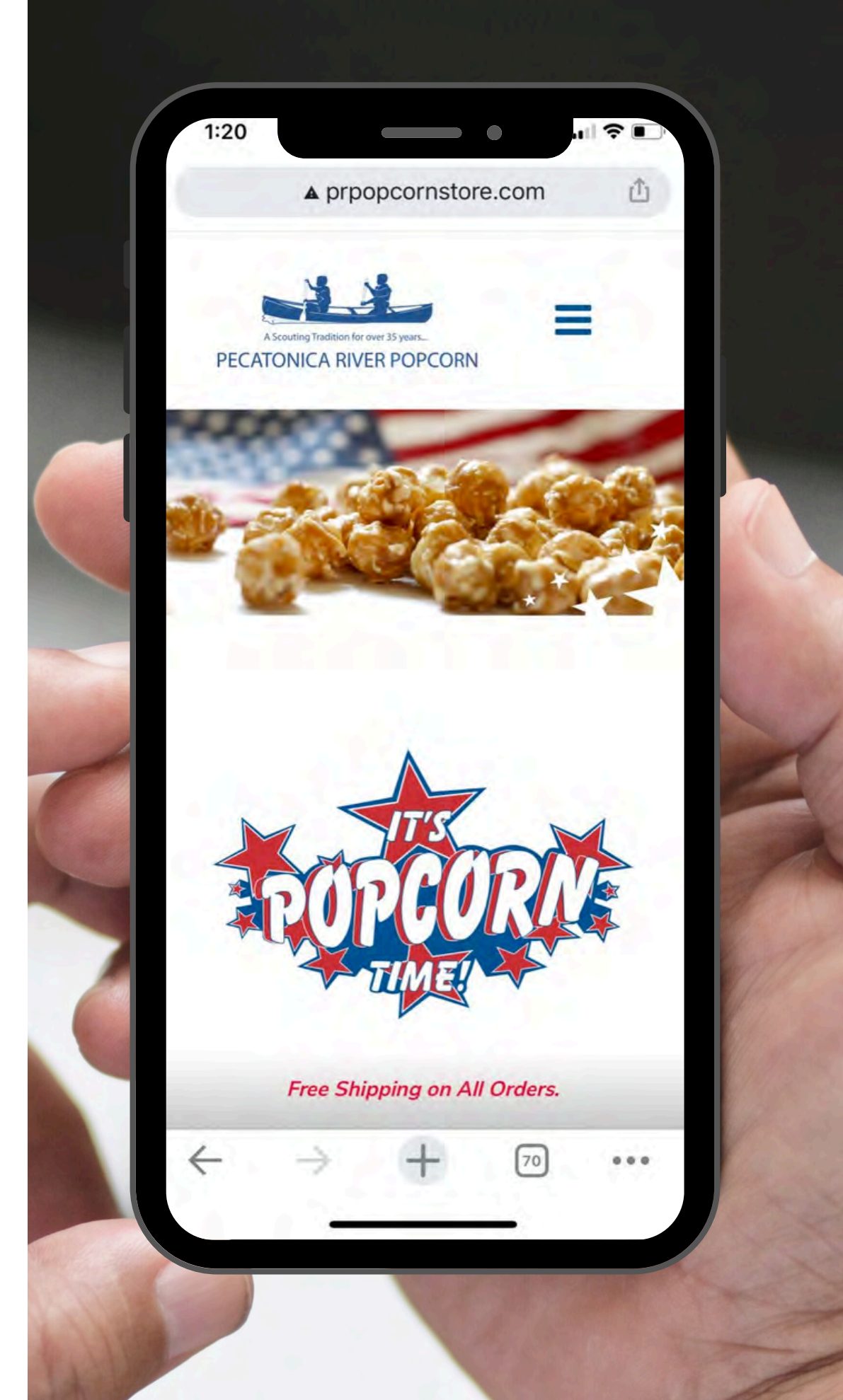
60% of every purchase goes to the Scout's unit and Council in their name

FREE SHIPPING

No deliveries to worry about - all ships from PRP

ALL SALES COUNT TOWARDS PRIZE LEVELS

Personable 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

WWW.PRPOPCORNSTORE.COM

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

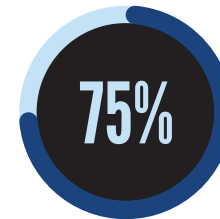
FULL PRODUCT OFFERING AVAILABLE FOR
SHOW N SELL (EVEN CHOCOLATE)

*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



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

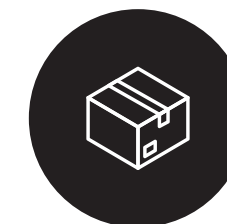
SALES FLYERS - DOOR HANGERS
TAKE TO WORK TENTS - MONEY ENVELOPES
PARTICIPATION PATCHES - TOTE BAGS
\$3,000 WINNER'S CIRCLE
TASTING KITS - SIGNS

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

