



## 2016 Popcorn Sale Guidebook

**Bringing ALL of the  
pieces together to  
GROW your Sale**



# Los Padres Council

## 2016 Popcorn Sale

Welcome to the Popcorn Sale!

This year CAMP MASTERS® and your Council are providing you with all the tools you need to have a great popcorn sale in 2016. CAMP MASTERS is committed to providing your Scouts, their families and Scouting volunteers with an excellent fundraising program, the best tasting popcorn and the products consumers want. It's proven!

We hope you'll use this guidebook as a step-by-step manual to planning, executing and enjoying the rewards of a successful popcorn sale. After all, we know that the most important part of the popcorn sale is what it allows your Scouts to do in their Program!

As always, we look forward to hearing from you. You can always reach us by calling 1-800-624-2060 or emailing [campmasters@ramseypopcorn.com](mailto:campmasters@ramseypopcorn.com). We hope you will explore our website to check out other great Sales tools, downloads and best practices. Together, we can have a great year!

Sincerely,  
Wilfred E. Sieg, Jr.  
President  
CAMP MASTERS Popcorn



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Fundraising for the future!

# Unit Popcorn Kernel Checklist



- ✓ Attend and participate in the Popcorn Sales Training.
- ✓ Use the Fund Your Adventure worksheet to plan your year, make a budget and set goals (download from [campmasters.org](http://campmasters.org))
- ✓ Formulate a popcorn sales plan that includes the 3 methods of selling popcorn: Take Order Form, Show and Sell and Online.
- ✓ Create a timeline of when all order forms, popcorn money and Scout prize forms will be due. Be sure to consider the key dates on page 10.
- ✓ Hold a unit kick-off meeting for your Scout Families to inform and motivate them to help with your Unit's sale.
- ✓ Prepare hand-outs for your unit kick-off meeting for both parents and Scouts. Hand-outs include:
  - Family Guide with prize brochure and order form
  - Key Dates
  - Sales Goals for the Unit and for the Scouts
  - A parent job description or list of expectations
- ✓ Promote a Corporate Popcorn Sale with your parents. They can take an order form to work and help boost their son's sales.
- ✓ Complete the Unit Product Order Form and submit online. Keep photocopies of your Scouts' take order forms so they can be used the following year.
- ✓ Coordinate your Unit's popcorn pick-up and distribution.
- ✓ Distribute prizes upon receipt in a timely manner.
- ✓ Celebrate your Unit's success and use the money raised to provide an awesome Scouting Program Year for your Scouts to enjoy!

# Planning and Goal Setting



SEPTEMBER		OCTOBER		NOVEMBER					
Planned Activity	Cost	Planned Activity	Cost	Planned Activity	Cost				
<b>This Month's Total: \$0.00</b>		<b>This Month's Total: \$0.00</b>		<b>This Month's Total: \$0.00</b>					
DECEMBER		JANUARY		FEBRUARY					
Planned Activity	Cost	Planned Activity	Cost	Planned Activity	Cost				
<b>This Month's Total: \$0.00</b>		<b>This Month's Total: \$0.00</b>		<b>This Month's Total: \$0.00</b>					
MARCH		APRIL		MAY					
Planned Activity	Cost	Planned Activity	Cost	Planned Activity	Cost				
<b>This Month's Total: \$0.00</b>		<b>This Month's Total: \$0.00</b>		<b>This Month's Total: \$0.00</b>					
JUNE		JULY		AUGUST					
Planned Activity	Cost	Planned Activity	Cost	Planned Activity	Cost				
<b>This Month's Total: \$0.00</b>		<b>This Month's Total: \$0.00</b>		<b>This Month's Total: \$0.00</b>					
Registration & Insurance	\$0	<p style="text-align: center;"><b>Enter the number of Scouts and your commission to calculate your goals:</b></p>		Number of Selling Scouts in your Unit:	40				
Advancements	\$0			Your Unit's Commission	30%				
Uniforms	\$0			Unit Total Activity Cost and Expenses	<b>\$0.00</b>				
Scholarships	\$0			<table border="1" style="width: 100%;"> <tr> <td style="text-align: center;"><b>Unit Sales Goal</b></td> <td style="text-align: right;">\$0.00</td> </tr> <tr> <td style="text-align: center;"><b>Scout Sales Goal</b></td> <td style="text-align: right;">\$0.00</td> </tr> </table>		<b>Unit Sales Goal</b>	\$0.00	<b>Scout Sales Goal</b>	\$0.00
<b>Unit Sales Goal</b>	\$0.00								
<b>Scout Sales Goal</b>	\$0.00								
Other Expenses	\$0								
<b>Annual Total:</b>	<b>\$0</b>								

<b>Unit Sales Goal</b>	\$0.00
<b>Scout Sales Goal</b>	\$0.00

# Kickoff Planner



**A great sale starts with a great kickoff! Follow these simple steps to start your popcorn sale with a BANG and motivate Scouts, parents and other volunteers.**



1. Plan ahead. Think of an agenda that will be fast-paced and FUN! A good kickoff should be under an hour.
2. Emphasize WHY it is important to sell popcorn. Communicate the exciting Scouting program and how families can cover all their annual expense with one sale. CAMP MASTERS makes it easy to sell delicious popcorn so Scouts can spend more time having fun and less time selling popcorn.
3. Show Scouts the tools available from CAMP MASTERS. This includes their order forms, prize sheets, training videos and much more! Visit [www.campmasters.org](http://www.campmasters.org) to see all the tools available.
4. Spend some time explaining the different ways to sell, key dates for the program and show and sell locations.
5. Motivate Scouts to set goals for their sales and to pick an awesome prize! CAMP MASTERS offers great High Achiever Prizes for top sellers.
6. Finish the evening with a memorable event, like throwing pies in the leaders' faces or funny role-playing. A kick off will be exciting when Scouts are involved in the action!
7. Enter the CAMP MASTERS Kick Off Contest!!

# Forms from the Council



Your council has partnered with **CAMP MASTERS** to offer you the **BEST Popcorn Sale Program**. Here are a few of the forms coming from your Council to support the sale.

**ON AVERAGE 70% OF EACH DOLLAR GOES TO LOCAL SCOUTING!**

**Support the Military and Scouting Too!**  
\$25 or \$40 Military Donation

**Z** Choose Item Z and **CAMP MASTERS** will send \$25 worth of popcorn to our military personnel.

**\$25**

**W** Choose Item W and **CAMP MASTERS** will send \$40 worth of popcorn to our military personnel.

**\$40**

**A** **\$55**

**\*3 Way Chocolatey Treasure Tin**  
A Chocolatey Treats, Seafood Chocolatey package that will be a great treat for any occasion. Includes: Chocolatey Covered Corn, Chocolatey Pretzels, White Truffled Pretzels, White Truffled Caramel Corn, and delicious morsels of Chocolatey Covered Peanut Butter M&M's — 14 oz. @

**B** **\$45**

**\*3 Way Premium Tin**  
A rich sampling of three of our most delicious products that include Supreme Caramel, No Salt or Oil Added Almonds, pretzels & cashews, Chocolatey Covered Popcorn, and one each Butter Toffee Covered Corn — 14 oz. @

**P** **\$35**

**\*3 Way Cheesy Cheese Tin**  
Crisp-tasting Scouting with a creamy cheddar infusion of White and Yellow Cheddar. Comes along with a creamy Cheddar Sauce (1.80oz) — 14 oz. @

**NEW Maize Popcorn**

- Contains Antioxidants
- Virtually no salt
- Tastes great

*Details Back Page*

**N** **\$30**

**\*Maize Variety Tin**  
Country Fair Sweet and Salty Kettle and Delicious Real Butter Maize Popcorn **EXTRA BUTTER** contains antioxidants, and has virtually No Salt. @

**MM** **\$25**

**22 Pack Movie Theater Extra Butter Microwave Popcorn**  
Popcorn perfectly seasoned with **EXTRA BUTTER**. Same great like the movie theaters. America's #1 selling brand! @

**VV** **\$25**

**\*Chocolatey Drizzled Caramel w/Butts**  
Buttery gourmet mixed popcorn, pretzels & rich chocolatey drizzle. @

**E** **\$20**

**\*Supreme Caramel Crunch**  
with Almonds, Pecans, and Cashews. Buttery sweet gourmet mixed corn with white and cracked nuts — 20 oz. @

**X** **\$20**

**Classic Trail Mix**  
**No Salt or Oil Added**  
Naturally delicious. Whenever goodness includes peanuts, cranberries, raisins, chocolate candies, and cashews. **EDIBLE BM** — 16 oz. @

**G** **\$15**

**14 Pack EXTRA BUTTER**  
Real Butter Seasoned Corn. **NO POPCORN**. If you like buttery corn on the cob, you'll love this **EXTRA BUTTER** flavor popcorn! @

**SS** **\$15**

**\*Maize Sea Salt Tin**  
Delicious Light and Crisp Sea Salt Popcorn. Is perfect with every dish. No Artificial Anything. @

**V** **\$12**

**\*Maize Popping Corn Jar**  
This delicious popcorn contains antioxidants, has virtually no salt and **TASTES GREAT!** No Artificial Anything. @

**L** **\$10**

**\*Caramel Corn**  
Mouth-watering taste of delectable and creamy gourmet caramel corn. Keep fresh in a decorative container — 8 oz. @

\*Package and tin designs may change; subject to availability. All products are trans fat free. Prepared. For Life.™ Thank you for supporting Scouting.

**CHOOSE A PRIZE AND GO FOR IT!**  
Scouts can qualify for BOTH standard prizes AND an additional CAMP MASTERS High Achiever Prize

<p><b>\$5500</b> PRICE LEVEL 14</p> <p>40000 PlayStation 4 40000 Call of Duty Warzone™ 40000 Xbox Series X</p>	<p><b>\$650</b> PRICE LEVEL 6</p> <p>40000 Bluetooth 5.0 40000 32GB SDXC Memory Cards 40000 16GB USB-C Flash Drive 40000 16GB USB-A Flash Drive</p>
<p><b>\$4000</b> PRICE LEVEL 13</p> <p>40000 32GB USB-C Flash Drive 40000 16GB USB-A Flash Drive 40000 16GB USB-A Flash Drive 40000 16GB USB-A Flash Drive</p>	<p><b>\$450</b> PRICE LEVEL 5</p> <p>40000 32GB USB-C Flash Drive 40000 16GB USB-A Flash Drive 40000 16GB USB-A Flash Drive 40000 16GB USB-A Flash Drive</p>
<p><b>\$3500</b> PRICE LEVEL 12</p> <p>40000 32GB USB-C Flash Drive 40000 16GB USB-A Flash Drive 40000 16GB USB-A Flash Drive 40000 16GB USB-A Flash Drive</p>	<p><b>\$350</b> PRICE LEVEL 4</p> <p>40000 32GB USB-C Flash Drive 40000 16GB USB-A Flash Drive 40000 16GB USB-A Flash Drive 40000 16GB USB-A Flash Drive</p>
<p><b>\$2750</b> PRICE LEVEL 11</p> <p>40000 32GB USB-C Flash Drive 40000 16GB USB-A Flash Drive 40000 16GB USB-A Flash Drive 40000 16GB USB-A Flash Drive</p>	<p><b>\$225</b> PRICE LEVEL 3</p> <p>40000 32GB USB-C Flash Drive 40000 16GB USB-A Flash Drive 40000 16GB USB-A Flash Drive 40000 16GB USB-A Flash Drive</p>
<p><b>\$2000</b> PRICE LEVEL 10</p> <p>40000 32GB USB-C Flash Drive 40000 16GB USB-A Flash Drive 40000 16GB USB-A Flash Drive 40000 16GB USB-A Flash Drive</p>	<p><b>\$115</b> PRICE LEVEL 2</p> <p>40000 32GB USB-C Flash Drive 40000 16GB USB-A Flash Drive 40000 16GB USB-A Flash Drive 40000 16GB USB-A Flash Drive</p>
<p><b>\$1500</b> PRICE LEVEL 9</p> <p>40000 32GB USB-C Flash Drive 40000 16GB USB-A Flash Drive 40000 16GB USB-A Flash Drive 40000 16GB USB-A Flash Drive</p>	<p><b>\$25</b> PRICE LEVEL 1</p> <p>40000 32GB USB-C Flash Drive 40000 16GB USB-A Flash Drive 40000 16GB USB-A Flash Drive 40000 16GB USB-A Flash Drive</p>
<p><b>\$1000</b> PRICE LEVEL 8</p> <p>40000 32GB USB-C Flash Drive 40000 16GB USB-A Flash Drive 40000 16GB USB-A Flash Drive 40000 16GB USB-A Flash Drive</p>	<p><b>\$650 BONUS LEVEL</b></p> <p>40000 32GB USB-C Flash Drive 40000 16GB USB-A Flash Drive 40000 16GB USB-A Flash Drive 40000 16GB USB-A Flash Drive</p>
<p><b>\$850</b> PRICE LEVEL 7</p> <p>40000 32GB USB-C Flash Drive 40000 16GB USB-A Flash Drive 40000 16GB USB-A Flash Drive 40000 16GB USB-A Flash Drive</p>	<p><b>Prize order form</b></p> <p>Name: _____ Pack/Trophy No. _____</p> <p>Last: _____ Total Sales: _____</p> <p>Quantity: _____</p>

\*Prize availability subject to availability of stock at point of sale.

# Campmasters.org



[www.campmasters.org](http://www.campmasters.org) is the best place to visit for the latest popcorn sale tips, tricks & tools. You will find lots of great downloads and training videos to help support your sale.



## Popcorn Ordering.com

Customers can support Scouts from faraway with [www.PopcornOrdering.com](http://www.PopcornOrdering.com). Your Scouts can sell online to help earn their own way and fund their Scouting adventures!



## Council and Unit Ordering

Camp Masters is proud to offer their new online sale management tool and great customer service. Access Council and Unit Ordering interface at [campmasters.org](http://campmasters.org)



# The BEST Products



CAMP MASTERS offers Scouts and consumers the best tasting products and the tins consumers want. Consumers can also order online at [Popcorn Ordering.com](http://Popcorn Ordering.com)

ON AVERAGE 70% OF EACH DOLLAR GOES TO LOCAL SCOUTING!

### Support the Military and Scouting Too!

\$25 or \$40 Military Donation

**Z** Choose Item Z and CAMP MASTERS will send \$25 worth of popcorn to our military personnel.

**\$25**

**W** Choose Item W and CAMP MASTERS will send \$40 worth of popcorn to our military personnel.

**\$40**



**A** \$55



**\*5 Way Chocolatey Treasures Tin**  
A Chocolate Lover's Dream. Our best Chocolatey products that will be a great treat for any occasion. Includes: Chocolatey Caramel Corn, Chocolatey Pretzels, White Truffled Pretzels, White Truffled Caramel Corn, and delicious morsels of Chocolatey Covered Peanut Butter Bites — 14 oz.

**B** \$45



**\*3 Way Premium Tin**  
A rich sampling of some of our most decadent products that include Supreme Caramel w/ whole and crushed almonds, pecans & cashews, Chocolatey Caramel Popcorn, and our Rich Butter Taffel Tossed Corn — 14 oz.

**P** \$35



**\*3 Way Cheesy Cheese Tin**  
Celebrate Scouting with a simply sensational collection of White and Yellow Cheddar Cheese along with a zesty Cheddar Sauce. (1.800 Supr) — 15 oz.

**NEW Mauve Popcorn**  
• Contains Antioxidants  
• Virtually no hulls  
• Tastes great  
[Details Back Page](#)

**N** \$30



**\*Mauve Variety Tin**  
Country Fair Sweet and Salty Kettle and Delicious Real Butter Honey Kernels TASTES GREAT, contains antioxidants, and has virtually no hulls.

**MM** \$25



**22 Pack Movie Theater Extra Butter Microwave Popcorn**  
Popcorn perfectly seasoned with EXTRA Butter. Tastes just like the movie theaters. America's #1 selling flavor!

**VV** \$25



**\*Chocolatey Drizzled Caramel w/ Nuts**  
Buttery gourmet caramel popcorn w/ nuts. A rich chocolatey drizzle.

**E** \$20



**\*Supreme Caramel Crunch**  
with Almonds, Pecans, and Cashews  
Buttery sweet gourmet caramel corn with whole and crushed nuts — 20 oz.

**X** \$20



**Classic Trail Mix**  
No Salt or Oil Added  
Naturally delicious, wholesome goodness includes peanuts, cranberries, raisins, chocolate candies, and cashews. RESEALABLE BAG — 16 oz.

**G** \$15



**14 Pack EXTRA BUTTER**  
Resealed Summer Corn MW Popcorn  
If you like buttery corn on the cob, you'll love this EXTRA BUTTER flavor popcorn!

**SS** \$15



**\*Mauve Sea Salt Tin**  
Delicious Light and Crisp Sea Salt Popcorn is perfect with everything.  
No Artificial Anything!

**V** \$12



**\*Mauve Peppering Corn Jar**  
This delicate popcorn contains antioxidants, has virtually no hulls and TASTES GREAT.  
No Artificial Anything!

**L** \$10



**\*Caramel Corn**  
Mouth-watering taste of delicate and crispy gourmet caramel corn.  
Keep fresh in a decorative collectible tin — 8 oz.

\*Package and tin designs may change; subject to availability.

All products are trans fat free

Prepared. For Life.™

Thank you for supporting Scouting

# Prizes



Pick a prize and set a goal! Scouts can earn great prizes from the Prize Program in addition to supporting your Unit's Scouting Year.

My prize goal is:  

My progress goal is:

## CHOOSE A PRIZE AND GO FOR IT!

Scouts can qualify for BOTH standard prizes AND an additional CAMP MASTERS High Achiever Prize

\$5500
PRIZE LEVEL 14

62400 PlayStation 4  
 62400 Leap 1500 VR™ "Rise of the Guardians™"  
 62700 VR 400000

PRIZE LEVEL 6

\$650

61100 Binoculars 8 x 21  
 61700 800P Deluxe Knife  
 62000 20" Blue Steel Handaxe  
 64000 Leap™ VR Headset

PRIZE LEVEL 13

\$4000

60000000 8.5 Coleman Camping  
 U.S. Backpack Camp  
 62400 20" Blue Steel Handaxe  
 62100 Camping Backpack  
 62400 Leap™ VR Headset  
 62100 20" Blue Steel

PRIZE LEVEL 5

\$450

62400 20" Blue Steel Handaxe  
 62100 20" Blue Steel Handaxe  
 62100 20" Blue Steel Handaxe  
 62100 20" Blue Steel Handaxe

PRIZE LEVEL 12

\$3500

60000000 8.5 Coleman Camping  
 U.S. Backpack Camp  
 62400 20" Blue Steel Handaxe  
 62100 20" Blue Steel Handaxe  
 62100 20" Blue Steel Handaxe

PRIZE LEVEL 4

\$350

62400 20" Blue Steel Handaxe  
 62100 20" Blue Steel Handaxe  
 62100 20" Blue Steel Handaxe

PRIZE LEVEL 11

\$2750

60000000 8.5 Coleman Camping  
 U.S. Backpack Camp  
 62400 20" Blue Steel Handaxe  
 62100 20" Blue Steel Handaxe  
 62100 20" Blue Steel Handaxe

PRIZE LEVEL 3

\$225

62400 20" Blue Steel Handaxe  
 62100 20" Blue Steel Handaxe  
 62100 20" Blue Steel Handaxe

PRIZE LEVEL 10

\$2000

60000000 8.5 Coleman Camping  
 U.S. Backpack Camp  
 62400 20" Blue Steel Handaxe  
 62100 20" Blue Steel Handaxe  
 62100 20" Blue Steel Handaxe

PRIZE LEVEL 2

\$115

62400 20" Blue Steel Handaxe  
 62100 20" Blue Steel Handaxe  
 62100 20" Blue Steel Handaxe

PRIZE LEVEL 9

\$1500

60000000 8.5 Coleman Camping  
 U.S. Backpack Camp  
 62400 20" Blue Steel Handaxe  
 62100 20" Blue Steel Handaxe  
 62100 20" Blue Steel Handaxe

PRIZE LEVEL 1

\$25

62400 20" Blue Steel Handaxe  
 62100 20" Blue Steel Handaxe  
 62100 20" Blue Steel Handaxe

PRIZE LEVEL 8

\$1000

60000000 8.5 Coleman Camping  
 U.S. Backpack Camp  
 62400 20" Blue Steel Handaxe  
 62100 20" Blue Steel Handaxe  
 62100 20" Blue Steel Handaxe

PRIZE LEVEL 7

\$850

62400 20" Blue Steel Handaxe  
 62100 20" Blue Steel Handaxe  
 62100 20" Blue Steel Handaxe

PRIZE LEVEL 6 (Bonus)

\$650 BONUS LEVEL

62400 20" Blue Steel Handaxe  
 62100 20" Blue Steel Handaxe  
 62100 20" Blue Steel Handaxe

**Prize order form** \*No total limit and exceed sales level allowed. Select a single prize from your sales level. Changes to your prize choice available until your prize has been transferred. Add your sales level amount below.

Level	Description	Pack/Drop No.	Quantity

**Total Sales:**

Prizes subject to substitution of equal or greater value.

# Even MORE Prizes!!!



Encourage your Scouts to set goals and earn great rewards. IN ADDITION to their prize program incentives. CAMP MASTERS offers High Achiever Prizes to further recognize your Top Sellers.



## ALL NEW HIGH ACHIEVER PRIZES



...Fill Up Your Order Form and earn

Sell \$1,500 and earn ....



... Sell \$2,000 and earn

Sell \$3,000 and earn...



American Express  
Gift Cheques



### BONUS PRIZE LEVEL!

Sell \$650 in Camp Masters Popcorn  
and receive your choice of a  
Radio Flyer Shockwave Scooter  
or a Syncpro Nano Drone





# Selling Methods



Scouts can sell well and safely by following these proven methods and tips.

## Sell 3 Ways!

1. Sell with your Order Form! Scouts can use this script to help build their confidence and salesmanship!

“Sir/Ma’am, hello my name is \_\_\_\_\_, I am a Scout with Pack/Troop \_\_\_\_\_ here in \_\_\_\_\_. We are selling popcorn to raise money for our unit to attend camp. You can help us by trying some of our DELICIOUS popcorn. You will help us won’t you?”

2. Try Show and Sell! Arrange Show and Sell locations so your Scouts can be seen in front of high visibility storefronts or community gatherings. Be sure to plan in advance and communicate dates/locations!
3. Sell online! It’s easier than ever and you can help Scouts sign in at [campmasters.org](http://campmasters.org) or [PopcornOrdering.com](http://PopcornOrdering.com).

### POPCORN SAFETY TIPS

- Always sell with an adult or buddy
- Never enter a stranger’s house
- Keep checks and cash in a separate envelope with your name on it
- Always walk on the sidewalk whenever possible
- Never sell at night
- Wear your uniform
- Always be courteous!

### POPCORN SALES TIPS

#### 10 ways to make a popcorn sale.

- Ask your parents.
- Ask your relatives.
- Knock on your neighbor’s door.
- How about your parents’ friends?
- Sell at your place of worship.
- Ask your parents to take an order form to work.
- Have “Super Sale Day” with your fellow Scouts.
- Sell Door-to-Door around your community
- Popcorn makes great holiday gifts!
- Visit businesses around your town for a corporate sale.

# CAMP MASTERS

## KICK OFF CONTEST



### Kick up your popcorn sale!

#### KICK UP THE EVENT

CAMP MASTERS Unit Popcorn Sale Kick Offs are easy to organize and fun for all! Show us how your Kick Off looks, with a well prepared room. You can include product samples, prize displays, games and staging.

#### KICK UP THE TRAINING

CAMP MASTERS offers great training tools, like the Unit Kick Off Presentation (download today at [campmasters.org](http://campmasters.org)). Show us how your Kickoff prepares Scouts with the confidence and safe selling techniques to have a great sale.

#### KICK UP THE FUN

The numbers are in and it's apparent that Units holding a Kick Off have a better sale. That's more funding for your Scouting program!! Show us how your Kick Off is fun for your Scouts and their families! Be creative!

#### KICK UP THE PRIZES

Everyone wins when you have a Kick Off! Capture your Unit's **SPECIAL ROOM SETUP, TRAINING and FUN** by snaring a video or photo story and entering at [campmasters.org](http://campmasters.org) or using our smart phone app. Search the Apple App Store or Android Market for **CAMP MASTERS Popcorn** to download.

Prizes will be awarded to the top 3 Units in each category: \$300 bonus commission to the 1<sup>st</sup> place Units, \$200 to the 2<sup>nd</sup> place Units and \$100 to the 3<sup>rd</sup> place Units. Plus, every selling Scout in the winning Units will win a Walmart® gift card! (\$25 per Selling Scouts for 1<sup>st</sup> Place Units, \$20, for 2<sup>nd</sup> Place Units, and \$15 for 3<sup>rd</sup> Place Units)



For complete rules and regulations, visit [campmasters.org](http://campmasters.org).



2016  
**CAMP MASTERS**  
**KICK OFF CONTEST**

**OFFICIAL RULES AND  
REGULATIONS**  
3/1/2016

1. Participants should upload content that shows the following:
  - a) Scout Training
  - b) Room Setup
  - c) Element of Fun
2. Be creative within the contest categories! Photo and video situations are entirely up to Unit; funny, clever and silly content is welcome.
3. Format for photos includes JPEG, IFF, PNG, GIF. Your smartphone will automatically upload as an appropriate file type.
4. Format for videos must be an MP4 and no more than 10 seconds in length. Your smartphone will automatically upload as an appropriate file type.
5. Deadline for submissions is November 7, 2016.

b. Read the Official Rules below in their entirety before entering.

**OFFICIAL RULES CAMP MASTERS Popcorn  
"Show Us Your Best Kickoff Contest"**

**Description:**

The contest is open to any registered Unit leader, parent or volunteer that sells CAMP MASTERS Popcorn in 2016. Winner(s) of the contest will be participants that submit the most creative and appropriate content before or during the 2016 popcorn sale.

To be eligible pictures must:

1. Show a BSA Unit engaged in a Popcorn Training Kickoff.
2. Upload digital content (photo or video under 10 seconds) and meet criteria showing at least one of the following:
  - a) Scout Training
  - b) Room Setup
  - c) Element of Fun

3. Be of proper and decent subject matter, appropriate for children.

**Procedure for entering contest:**

1. Entrants must either enter through the mobile application or go to [campmasters.org](http://campmasters.org) and follow the link to the contest site, fill out the online form and upload content.
2. Parents of minor children pictured in the photo must give permission to the Contest to publish the photo if it is deemed a winner.

**Judging criteria:**

Winners will be selected on the basis of:

1. Creativity, originality or instructive value of the photos and/or videos.
2. Clarity and quality of content.
3. The "smile quotient" – does it make the judges smile.

**Deadline:**

Entries must be submitted no later than 5:00 p.m. November 7, 2016. Decisions of CAMP MASTERS and the contest judges are final. No employee or child of an employee of Ramsey Popcorn Company, its advertising agencies or suppliers is eligible in this contest.

**Prizes:**

1. Prizes will be awarded to the top 3 Units in each category (Scout Training, Room Setup, Fun).
  - a) The Winning Unit in each category will have \$300 added to their Popcorn Sale Commission
  - b) The Second Place Units will have \$200 added to their Popcorn Sale Commission
  - c) The Third Place Units will have \$100 added to their Popcorn Sale Commission
2. Top 3 Units in each Category
  - a) Each Selling Scout in the (3) Winning Units will receive a \$25 Gift Card to Walmart®.
  - b) Each Selling Scout in the (3) Second Place Units will receive a \$20 Gift Card to Walmart®.
  - c) Each Selling Scout in the (3) Third Place Units will receive a \$15 Gift Card to Walmart
3. Selling Scouts in the Winning Units will earn a Walmart Gift Card

Use of submissions: Ramsey Popcorn Company reserves the right to publish all submitted media for promotional and marketing purposes for Ramsey Popcorn and/or CAMP MASTERS Popcorn.

Not available to residents where prohibited; any state or federal tax liability will be the responsibility of the winner.



# Council Information



## 2016 Commission Structure

**35% Base Commission** – (All units except Jamboree Unit which will receive 50% and no prizes.)

**+2% Early Commitment** – Must Email [april.wright@scouting.org](mailto:april.wright@scouting.org) or [jeffsmccann@gmail.com](mailto:jeffsmccann@gmail.com) by **August 15, 2016** with unit popcorn chair name.

**+2% Training** – Get unit Popcorn Kernel and 1 adult trained in Camp Masters program.

**+1% Unit Kickoff** – Hold a unit kickoff and participate in Camp Masters kickoff contest.

**+1% Sales Increase** – Increase sales over prior year by 10% or new units reach \$5,000 in sales.

**+2% \$10,000 Big Money Bonus** – Reach \$10,000 dollars in total sales.

**Units have a chance to earn a total of 43% by getting involved and having fun!**

**\*\*If your unit did not sell in 2015 and you are interested in giving our new company a try, we have an incentive for you! Please contact April Wright-Litchfield at (805)478-9375.\*\***

If your Scout is the only one that wishes to participate in the Popcorn Sales Campaign in your unit, we are willing to work with you to build your individual Scouting Adventure!

To register your Pack, Troop, Crew, or Post, Please use the form below.

*LOS PADRES COUNCIL, BOY SCOUTS OF AMERICA*

*2016 CAMPMASTERS POPCORN SALE*

*UNIT COMMITMENT FORM*

*YES! Our unit is committed to SUCCESS in the 2016 Sale!*

PACK/TROOP/CREW #: \_\_\_\_\_ DISTRICT \_\_\_\_\_

UNIT LEADER: \_\_\_\_\_ PHONE: \_\_\_\_\_

E-MAIL: \_\_\_\_\_

UNIT KERNEL: \_\_\_\_\_ PHONE: \_\_\_\_\_

E-MAIL: \_\_\_\_\_



# FAQ



Q: My Scout earned a scholarship with Trails-End. Can he/she still use it?

A: Yes, your scholarship through Trails-End is still valid and redeemable through Trails-End.

Q: After my Scout earned his scholarship, 6% of his sales from that point forward were supposed to be added to his scholarship total. Do we still earn that 6% to be applied towards the scholarship in the conversion to Camp Masters?

A: No, your Scout will not receive any additional funds into the Trails-End account. However, Camp Masters has agreed to give your Scout American Express Gift Cheques totaling 6% of his/her total yearly sales that can be deposited into an educational savings account.

Q: Are the prizes Cumulative?

A: No, but there are many bonus prizes that can be earned in addition to the total sales prizes!

Q: Can I open the higher priced items and sell the individual bags at a reduced price?

A: No. Each of the bags included in the higher priced tins are not labeled for individual sale. The bags inside are silver with a small stamp indicating the contents.

Q: Will the chocolate product be available to sell for the Sow and Sell portion of the sales campaign?

A: Yes!

Q: Will the chocolate product be returnable at the Super Saturday Return Day?

A: No. Once the product has left our care, we cannot guarantee that the product will be stored in a cool location that would prevent the product from melting and becoming unsellable. Therefore the chocolate product is unreturnable. We suggest keeping orders for chocolate product for Show and Sell to a minimum. More chocolate product can be ordered for the Take Order portion of the sale.

Q: Can I return individual containers of non-chocolate popcorn at the Super Saturday Return?

A: Yes!

Q: Can an individual Scout whose unit is not selling participate in the sale?

A: Yes! We can issue a commission check to your unit or give you a gift card to one of our 3 local trading posts.

Q: I heard the tins are back. Is that true?

A: Yes! Most of the product are in a tin. The trail mix, un-popped kernels, and microwave products are not.

# Popcorn Warehouse Locations For Pick-up and Returns

Live Oak/Cachuma

CFL - 1344 White Ct. Santa Maria

(If Cachuma units wish to use the Santa Barbara location, prior arrangements must be made.)

Camino Real

TBA

Del Norte

Harmony Machine - 1690 El Camino Real Atascadero

South Coast

Pacific Beverage - 5305 Ekwil St, Santa Barbara

# Have a GREAT Sale!!!

