

**TOP SECRET!**

**FOR  
PARENTS  
ONLY.**

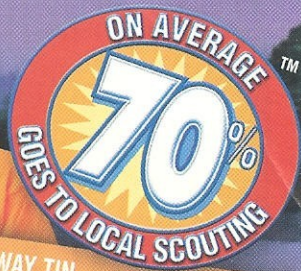
  
**Trail's End®**  
America's Best Popcorn  
[trails-end.com](http://trails-end.com)



**GUIDE TO  
THE 2006  
POPCORN SALE**



# Thank You for Supporting Scouting



## 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

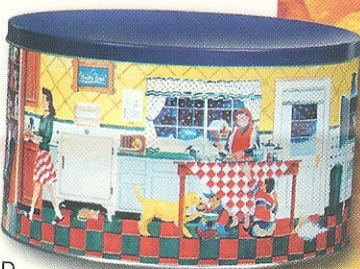
UD



## CHEESE LOVER'S DELIGHT

### The Cheesiest Cheddar Popcorn!

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



\$25

UD



## 15 PACK KETTLE CORN MICROWAVE POPCORN

### BIG 15-pack Sweet 'N Salty

- Old-fashioned flavor
- County fair favorite



\$17

UD



## CHOCOLATEY CARAMEL CRUNCH™

### More Chocolatey Goodness!

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



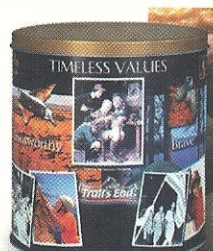
\$17

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 "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



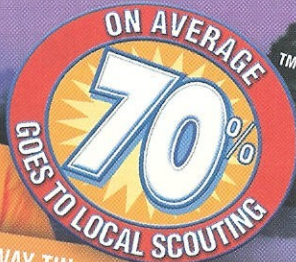
To see full nutritional information for all Trail's End products visit:

[trails-end.com](http://trails-end.com)

Tin designs are subject to change.



# Thank You for Supporting Scouting

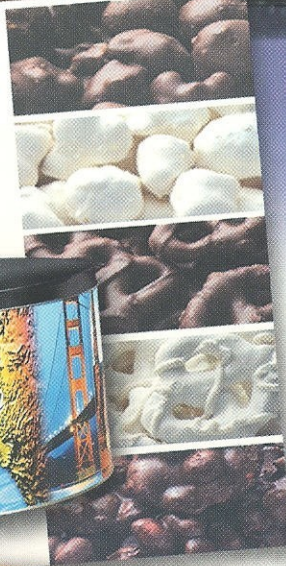
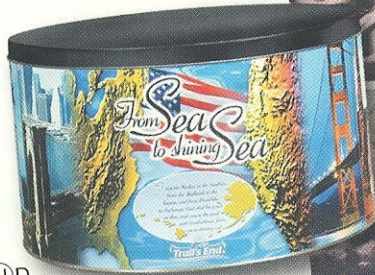


## 5-WAY CHOCOLATE LOVER'S TIN

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- Trans Fat Free

**\$50**  
UD

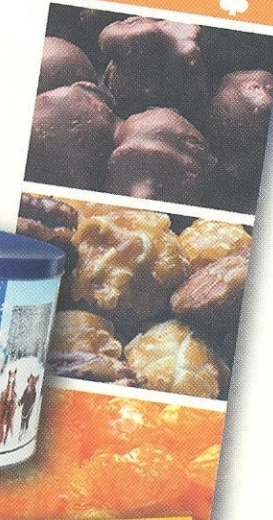


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### Cheddar, Caramel, Chocolate

- Gourmet Cheddar Cheese Corn 7 oz.
- Our finest Gourmet Caramel Corn with almonds & pecans 24 oz.
- Chocolatey Caramel Crunch™ 22 oz.
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**\$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



## 15 PACK KETTLE CORN MICROWAVE POPCORN

### BIG 15-pack Sweet 'N Salty

- Old-fashioned flavor
- County fair favorite

**\$17**  
UD



## CHOCOLATEY CARAMEL CRUNCH™

### More Chocolatey Goodness!

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

**\$17**  
UD

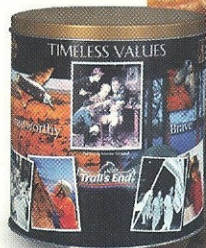


## GOURMET CARAMEL CORN

### With Almonds & Pecans!

- Gourmet caramel corn with almonds & pecans
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- 26 oz.
- Trans Fat Free

**\$17**  
UD



## 15 PACK "UNBELIEVABLE BUTTER"™

### BIG 15-pack Microwave Popcorn

**\$15**  
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## 15 PACK BUTTER LIGHT

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**\$15**  
UD



## CARAMEL CORN

### With Peanuts!

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

**\$9**  
UD



To see full nutritional information for all Trail's End products visit:

[trails-end.com](http://trails-end.com)

Products are produced in a plant that manufactures products with peanuts, tree nuts and milk.

1/2 there sell

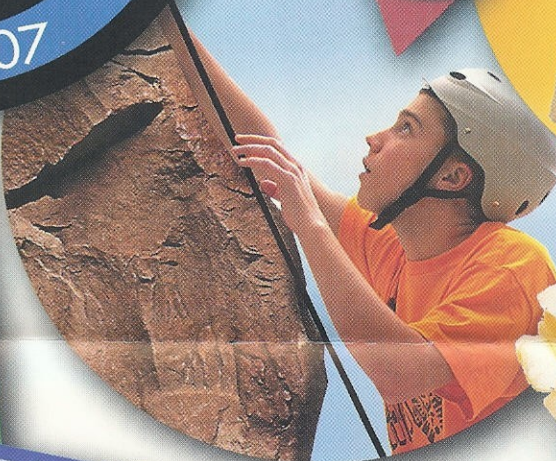
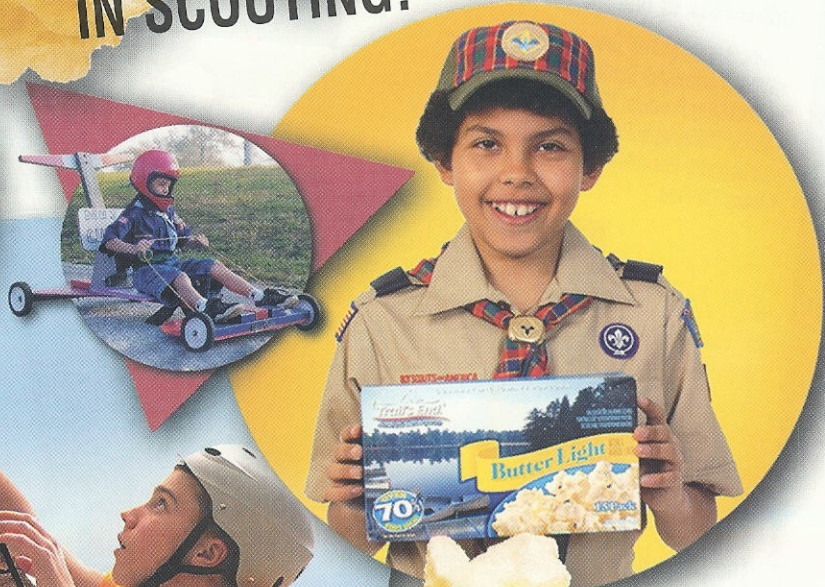
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Tin designs are subject to change.

Scout Guide to the 2006 Popcorn Sale

# FOR SCOUTS ONLY!

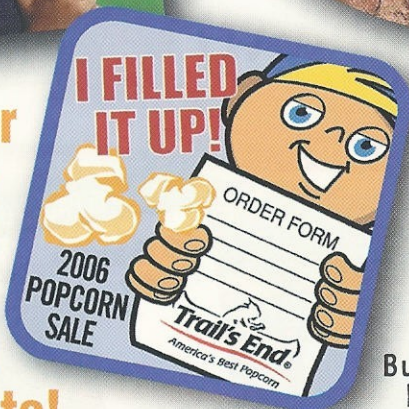
SELL POPCORN AND DO FUN STUFF  
IN SCOUTING!



My Popcorn Goal

\$ \_\_\_\_\_

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

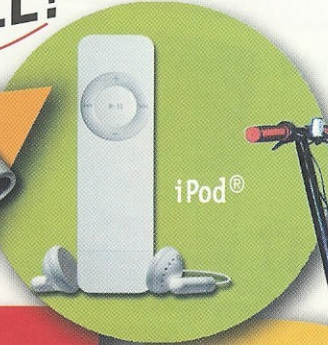


EARN A  
FUN PRIZE!

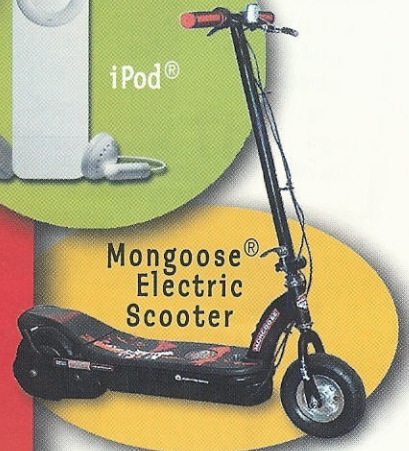
Bushnell®  
Powerview  
Binoculars



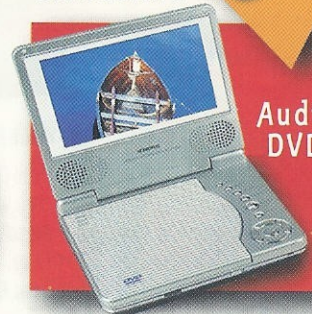
iPod®



Mongoose®  
Electric  
Scooter



Audiovox®  
DVD Player



**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.

My Prize Goal

trails-end.com



**MY POPCORN SALES GOAL IS \$ \_\_\_\_\_**

- Ask your Leader about entering orders online.
- Visit us on the web at [trails-end.com](http://trails-end.com)

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

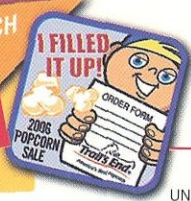
MAKE CHECKS PAYABLE TO: \_\_\_\_\_

NAME	STREET ADDRESS (No P.O. Box)	PHONE or E-MAIL	AMOUNT DUE	DLV. PD.
1				
2				
3				
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25				

way keep ing!

Wed !

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



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](http://trails-end.com)

# PICK A PRIZE AND START SELLING!

Visit [trails-end.com](http://trails-end.com) for complete prize descriptions

## Sell 1 Item



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

## \$100 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

## \$200 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

## \$300 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

## \$400 Level




06-5A Premium Digital Camera  
06-5B Bushnell® Powerview 8 x 21 Binoculars  
06-5C Coleman® Classic U-Tube Lantern (batteries not included)

## \$600 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

## \$800 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

## \$1,500 Level



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

## \$2,000 Level




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

## \$2,500 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](http://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](http://trails-end.com) or you can ask your Leader for one.



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](http://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](http://www.emasp.com/prizes). Member name: scouts Password: popcorn



Earn a BSA Gift Card!  
If you choose this Gift Card as a prize you can make a purchase online at [www.scoutstuff.org](http://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.

# 1

## Why do we sell popcorn?

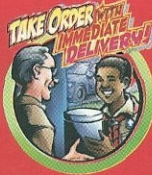
- Pay for your son's summer camp.
- Pay for your son's entire year in Scouting.

## 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](http://orderpopcorn.com).

## Set a goal!

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

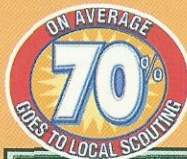
## When selling, play it safe.

- 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!\*



## Highest profit.

\* based on research 2005

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



# 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.



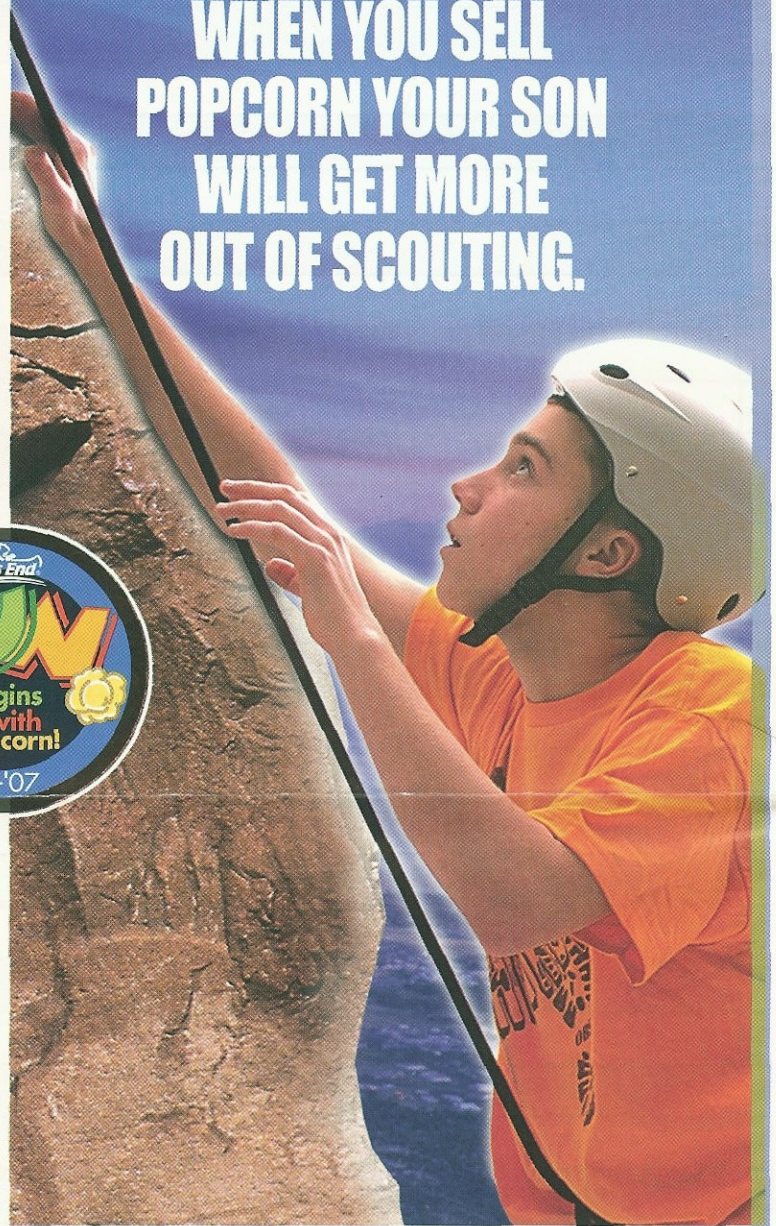
## Scholarships.

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



## 2006 Parent Guide

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



# 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.

