



JOIN THE \$600 CLUB

Sell \$600 and earn higher rewards.

- ✓ Get this cool marshmallow crossbow!
- ✓ Get this patch!
- ✓ Online and face-to-face sales both count!



NON-PROFIT ORGANIZATION U.S. POSTAGE PAID INDIANAPOLIS, IN Permit No. 633

Crossroads of America Council
7125 Fall Creek Road North
Indianapolis, IN 46256

Think of the possibilities! Earn value



Sell one item, earn a patch or pin.



- WM10 Walmart® \$10 Gift Card
- 10-2A Bottle with Carabiner
- 10-2B Multi Function Knife
- 10-2C LED Torch



Sell \$250



- WM15 Walmart® \$15 Gift Card
- 10-3A LED Flashlight
- 10-3B Multi Tool Kit
- 10-3C 7 in 1 Changeable LCD game



Sell \$350



- 10-1A Master Jack Knife
- 10-2A Hand Crank/Eco Friendly Flashlight

Sell \$150

Guidelines

1) Rewards earned are based on individual sales. NO combining of sales with other Scouts. (2) Each Scout may select one reward from the sales level reached, plus a patch or pin. (3) Turn in your reward order when you turn in your popcorn order. All orders and additions must be submitted through the council. (4) All rewards, \$600 Club and \$1,500 Club bonus rewards will ship to your unit leader. (5) Rewards are subject to demand and availability. If a reward is no longer available, Trail's End reserves the right to substitute a reward or gift card of equal or greater value. (6) Scouts need Whittling-Chip or Totin-Chip and parent's permission to choose a knife. (7) Marshmallows not included with the crossbow.

*Scouts who sell \$2,500 of popcorn in one calendar year will receive a Trail's End college scholarship. See details at scouts.trails-end.com.

Amazon.com is not a sponsor of this promotion. See full details on the back page of this guide.

Combine o

able gift cards. Get what you want.

BONUS REWARD

from Trail's End!

Earn a marshmallow crossbow and patch in addition to your other rewards.

Sell \$600



Extra Bonus
from Trail's End!

Extra Bonus
from Trail's End!

Sell \$1,500



Your choice of a \$50 Amazon.com or Walmart® gift card

6% of your total sales each year is invested into your own college scholarship account.

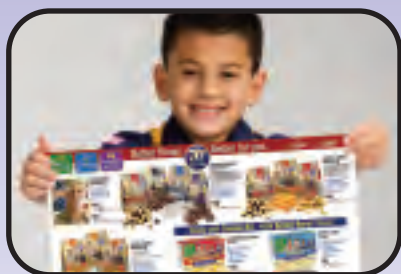


Sell \$2,500

	OR		Sell \$450
	OR		Sell \$650
	OR		Sell \$850
	OR		Sell \$1,100
	OR		Sell \$1,300
	OR		Sell \$1,800
	OR		Sell \$2,300



+



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My Goal Is

\$ _____

online and face-to-face sales for even bigger rewards.

Better flavor.
Better for you.
Better for Scouts
in your community.

Over
70%
goes to local
SCOUTING

Made with
Canola Oil**
0g trans fat



Trail's End
Over 70% goes to local Scouting



100 YEARS OF SCOUTING
Celebrating the Adventure • Continuing the Journey

trails-end
.com

NOW
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Canola Oil™

0g
trans fat

NEW
resealable
packages

Better flavor.

Ove
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SCOUT



POPCORN FOR OUR TROOPS

Donate a gift of popcorn to the men and women serving our country.

\$40 Gold Donation 

Over **\$28** to local Scouting

\$25 Silver Donation 

Over **\$17⁵⁰** to local Scouting



CHEESE LOVER'S COLLECTION

- Cheddar Cheese Corn (Two 8oz. packages)
- White Cheddar Cheese Corn 8oz.

- 14% MORE product*
- Made with Canola Oil
- Made with real cheese
- Comes in gift box

\$30 

Over **\$21** to local Scouting

Made



CHOCOLATEY CARAMEL CRUNCH™ 26oz.

- New and improved flavor
- No hydrogenated oils
- Low sodium

\$20 

Over **\$14** to local Scouting



CARAMEL CORN WITH ALMONDS, CASHEWS AND PECANS 26oz.

- 13% MORE product*
- 0g saturated fat†
- Naturally sweetened

\$18 

Over **\$12** to local Scouting





Better for you.



CHOCOLATE LOVER'S COLLECTION

- Chocolatey Triple Delight 22oz.
- Chocolatey Caramel Crunch™ 26oz.
- White Chocolatey Pretzels 22oz.
- Chocolatey Pretzels 22oz.

- 28% MORE product*
- New and improved flavor
- No hydrogenated oils
- Comes in gift box

\$50

Over **\$35** to local Scouting



SWEET & SAVORY COLLECTION

- Chocolatey Triple Delight 22oz.
- Caramel Corn with Almonds, Cashews and Pecans 26oz.
- Cheddar Cheese Corn 8oz.

- 27% MORE product*
- New and improved flavor
- No hydrogenated oils
- Comes in gift box

\$40

Over **\$28** to local Scouting

Popcorn with Canola Oil. NEW Butter Burst Flavor.



UNBELIEVABLE BUTTER™ 18 Pack

PER BAG POPPED

- 0g trans fat
- 2g saturated fat
- 260 calories

\$18

Over **\$12** to local Scouting



BUTTER LIGHT 18 Pack

PER BAG POPPED

- 0g trans fat
- 1g saturated fat
- 210 calories

\$18

Over **\$12** to local Scouting



American Heart Association

Makes American Heart Association food criteria for saturated fat, cholesterol and whole grains for healthy people over age 2.
heartcheckmark.org



BUTTER TOFFEE LIGHT 20oz.

- 11% MORE product*
- 0g saturated fat†
- Naturally sweetened

\$18

Over **\$12** to local Scouting



CARAMEL CORN 11oz.

- 0g saturated fat†
- Naturally sweetened

\$10

Over **\$7** to local Scouting



POPPING CORN 3lbs.

- 100% whole grain
- High fiber

\$10

Over **\$7** to local Scouting

products are U.D.

Copyright © 2010 Trail's End Popcorn Company

† per serving
* Compared to 2009 Trail's End products
** Trail's End Microwave Popcorn and Cheese Core

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Better for Scouts
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- Made with real cheese
- Comes in gift box

\$30 

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Made



CHOCOLATEY CARAMEL CRUNCH™ 26oz.

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- No hydrogenated oils
- Low sodium

\$20 

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CARAMEL CORN WITH ALMONDS, CASHEWS AND PECANS 26oz.

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All products, except Microwave Popcorn (which contains milk ingredients only), are produced in a plant that manufactures and handles products with peanuts, tree nuts, wheat, and milk. All



Better for you.



trails-end.com

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** Trail's End Microwave Popcorn and Cheese Core

SELL ONLINE AND FACE-TO-FACE TO HIT YOUR GOAL FASTER.

Both ways of selling count toward your Scout Rewards.



GET ONLINE IN OCTOBER

Sell **\$500 online** in
October and get a **bonus**
\$20 Amazon.com
Gift Card.*

START SELLING ONLINE TODAY!

STEP 1: Go to scouts.trails-end.com to sign in or create an account.

STEP 2: Choose your email template—and create your own Scout image—to send emails to friends and family. Don't forget to follow up!

STEP 3: Go to **Track My Online Sales** to see who has made a purchase.

Learn about our bonus giveaways, too!

Go to facebook.com/trailsendpopcorn to find out more.



WHEN YOU SELL FACE-TO-FACE:

- 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.
- ALWAYS wear your uniform.
- ALWAYS smile and introduce yourself.
- ALWAYS tell your customers why you are selling popcorn.
- ALWAYS know the different kinds of popcorn you're selling.
- ALWAYS say "Thank you!"
- ALWAYS make a copy of your order form for next year.

JOIN THE \$

BONUS REWARDS from Your Council!

Sell \$600 between Sept 25 and Oct 10, 2010

\$600 BONUS PRIZE from Crossroads of America Council, BSA!

In addition to the marshmallow crossbow...

Earn this 7-in-1 Survival Tool (includes whistle, LED light, thermometer, polarized compass, mirror, magnifying glass, container, and lanyard)

Adult leaders will pick them up at October District Roundtables



Sell \$1,500 between Sept 25 and Nov 4, 2010

Earn TWO FREE PREMIUM TICKETS to Monster Energy AMA Supercross during March 2011 at Lucas Oil Stadium and have the ability to order additional tickets for the rest of your family at the reduced price of \$20 per ticket (plus a one-time \$5 per order fee). Limit of 10 tickets per family.

Website Link: www.supercrossonline.com



Sell \$3,000 between Sept 25 and Nov 4, 2010

Earn your choice of a Wii ® (with Wii Sports and Wii Play game bundle) or an 8GB IPOD touch ® and TWO FREE PREMIUM TICKETS to Monster Energy AMA Supercross during March 2011 at Lucas Oil Stadium



Sell \$5,000 between Sept 25 and Nov 4, 2010

Earn a Dell Inspiron Laptop with AMD Turion™ X2 Dual-Core Processor and TWO FREE PREMIUM TICKETS to Monster Energy AMA Supercross during March 2011 at Lucas Oil Stadium

- **Nintendo Wii system** includes console, Remote controller, Nunchuk controller, sensor bar, Wii console stand, Wii AV cable and Wii Sports game, and Wii Play (with extra Wii remote)
- **iPod ® 8GB*** internal flash memory, Multitouch interface, 3.5" widescreen display, built-in Wi-Fi
- **Dell Inspiron Laptop** with AMD Turion™ X2 Dual-Core Processor, 15.6" LED display, 4GB DDR2 SDRAM, Multiformat DVD±RW/CD-RW drive, 3 high-speed USB ports, Microsoft Windows 7 Home Premium Edition

Remember, combine online and face

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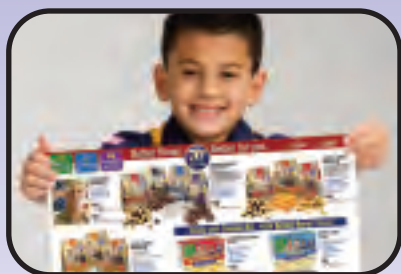


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