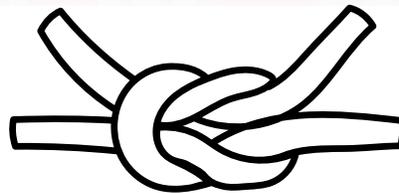


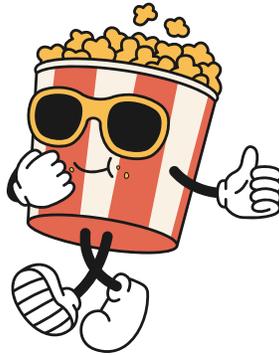
2025 Popcorn Fundraiser Kernel Guide

 **NEW VENDOR!
NEW PRODUCTS!
SAME GREAT
CAUSE!**



Sequoyah Council





2025 Popcorn Fundraiser

We are excited to announce that we have a new vendor for our 2025 Popcorn Sale. Big Poppa Corn is produced in Tennessee and a Pick Tennessee Company. Partnering with a locally owned business allows 100% of the proceeds to stay in our region.

IMPORTANT DATES

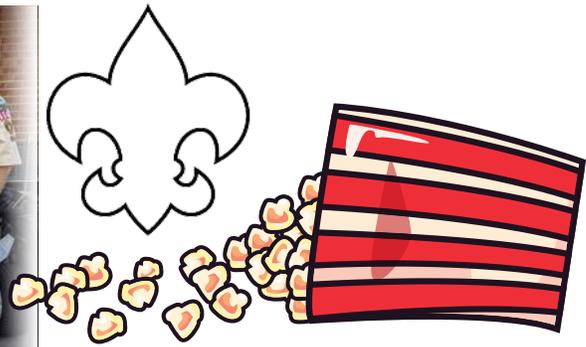
IMPORTANT DATES	
August Roundtables	Unit Kernel Training at August Roundtables
August 19	Unit orders are due by midnight
September 12	Popcorn Distribution starts at 9am at the Council Service Center
September 12	Popcorn Sale Starts
September 30	First Order Payments are due at the Council Service Center
October 13	Unit Orders are due by Midnight
October 24	FINAL DISTRIBUTION
October 26	FINAL DAY OF SITE SALES
October 30	FINAL PAYMENTS DUE

Popcorn Central



Scan this QR code or visit linktr.ee/713popcorn to find everything you need as a popcorn Kernel!

- Printable assets
- Site Sales Master List
- Pick-Up sign-ups
- Additional orders



Changes to the popcorn sale:

1. There will be only two orders for 2025
2. One product line for the entire sale
3. Top sellers in each unit take part in a party at TieBreakers, JC.
4. No Credit card sales processed through the council
5. Units can set up their own square account
6. No Online Sales
7. NO RETURNS WILL BE ACCEPTED!

Distribution

- All distributions will take place at the Council Service Center in Johnson City, TN.
- The first one will be September 5, and each unit will need to sign up for a time slot
- Please use this link to sign-up: <https://bit.ly/4jRP7Nn>
- Please make sure to bring enough vehicles to pick up your unit's entire order

Distribution Sign Up



Commission

Units keep 50% of all sales, 35% goes to Big Poppa Corn and 15% goes to the Council.

Payments

- First order payments must be made to place the second order.
- All final payments are due to the Council Service Center on October 30, before 6 p.m.

Council Managed Site Sales

- The following locations are secured and will be managed by the Council Service Center
- Mahoneys – Johnson City
- Dicks – Johnson City
- Tractor Supply – Bristol VA, Vansant VA, Wise VA, Rogersville TN, Greeneville TN, Kingsport E Stone TN, Kingsport Minnich TN, Jonesborough TN, Elizabethton TN, Piney Flats TN, Erwin TN
- Lowes – Bristol TN, Abingdon VA, Greeneville TN, Kingsport E Stone TN, Kingsport W Stone TN, Elizabethton TN, Jonesborough TN, and Johnson City TN

Reservation Guidelines

1. Select the top 3 site sale locations at the end of the in-person Kernel Trainings.
2. August 15, all site sale locations will be available to units, based on the time stamp.
Sign-ups will be through the Linktree and not through email. You may sign up for site sales by clicking on the "Sign Up for Site Sales" button in the Linktree. You may reach out to Curtis George at curtis.george2@scouting.org if assistance is needed.



Scout Selling Tips & Training

1. Always wear your field uniform (Class A).
2. Never sell alone or enter anyone's home.
3. Practice your sales presentation:
 - a. Introduce yourself (First name only) and what Unit you are from.
 - i. "Hi Sir/Ma'am, my name is John and I am from Pack 123".
 - b. Let people know what you are doing/why you are selling.
 - i. "I am earning my way to Summer Camp. All the popcorn is delicious, and you will help fund my scouting adventures".
4. Be polite and always say "Thank You", even if the customer does not buy.
5. Always walk on the sidewalk and/or driveway.
6. Plan out how many sales you will need to reach your sales goal. Determine who you will ask to help you reach that goal, and remember, two out of three people will buy when asked at their door.

Code of Conduct

- All Scouts will conduct themselves in accordance with the Scout Oath and Law.
- All Youth Protection Guidelines must be followed during all types of popcorn sales.
- There should be no one-on-one contact or messaging with youth.
- All Scouts participating at a popcorn booth or walking a neighborhood to sell popcorn should wear their Field or Activity uniforms.
- All storefront popcorn booths will be set up in the area designated by the store manager.
- The Scouts will not ambush or crowd customers as they come in and out of the store. Scouts should stay 8-10 feet away from the door or at a distance designated by the store manager.
- The Scout and/or adult volunteer will not participate in the act of panhandling (i.e., directly asking for the donation of money instead of selling popcorn).
- If, by chance, two scout units show up to the same storefront to sell popcorn, the adult volunteers will work out the issue without involving the store manager. No more than one unit per storefront.
- In addition to the points in this document, the Scouts and adult volunteers will always abide by any additional store rules. Leave the storefront better than you found it.

2025 Products



Caramel Crunch

Gourmet Caramel Crunch is buttery smooth and made to perfection! It's our original recipe that took months to master. We use only the finest ingredients to create this masterpiece. No wonder why it's delicious and addictive!

Caramel Apple

It's our delicious & addictive Gourmet Caramel Crunch mixed in with a tasty Green Apple popcorn!
It's a Fall favorite! This tag team of flavor can't be beat.



Kettle

This is our classic old school, Kettle Corn! It is Sweet & Salty treat and is a sure crowd pleaser! Our Sweet 'n' Salty Kettle Corn is popped in 100% corn oil with pure cane sugar and dusted with just the right amount of salt.

Music City

Real cheddar cheese popcorn made in small batches by our popcorn specialists combined with our signature Gourmet Caramel Crunch! It was born in Chicago but perfected in Portland TN. It's a party in a bag!



Movie Theater

What's the best part about going to the movies? POPCORN! We have the SAME delicious & addictive Movie Theater popcorn! Buttery, salty, and absolutely tasty!

Vanilla Cinnamon Drizzle

We take our delicious & addictive gourmet caramel crunch then generously drizzle it with a delightful white chocolate and top it off with ground cinnamon. It's like a cinnamon roll on steroids You will be addicted! We promise not to judge you for eating the whole bag.



White Cheddar

Our White Cheddar popcorn is made with REAL cheese and created in small batches by our popcorn specialists. It brings ALL the flavor that you crave. Make your taste buds dance with a bag for yourself!