



COMMISSION & PRIZE OPTIONS

Units have a choice to use the Keller Marketing incentive prize program or to opt out of the prize program to earn a higher commission.

OPTION 1 – The unit chooses to use the prize incentive option.

- a. The unit receives a **commission of 31%** with the prize option.
- b. Keller Marketing offers a 14-level prize selection. The incentive prizes on the Keller Marketing flyer are chosen based on the total popcorn and nut sales for the Scout. (Show & Sell sales + Take Order Sales + Online sales)
- c. At the end of the sale, the unit representative orders the appropriate prizes through the Pecatonica River system.
- d. In addition to the incentive prizes offered by Keller Marketing, Pecatonica River offers Winner's Circle prizes for those Scouts who sell more than \$3,000.00 in popcorn. Winner's Circle prizes are based **solely on popcorn sales**. (Show & Sell sales + Take Order Sales + Online sales) Winner's Circle prizes are ordered through the Pecatonica River system. Scouts can choose 1 Winner's Circle prize for each \$3,000.00 in popcorn sales. (\$6,000.00 = 2 prizes, \$9,000.00 = 3 prizes, etc.)
- e. **Military Pin** – For any Scout who sells at least one Military Donation, the unit representative can order pins under the Pecatonica River system, to recognize those Scouts.
- f. **Top Salesmen** – For the top sellers in your unit, the unit representative can order pins under the Pecatonica River system to recognize those Scouts.
- g. **Online Sales** – For those who have sold through online sales, the unit representative can order pins under the Pecatonica River system to recognize those Scouts.

OPTION 2 – The unit chooses the no prize option.

- a. The unit receives a **commission of 34%** with the no prize option.
- b. Pecatonica River offers Winner's Circle prizes for those Scouts who sell more than \$3,000.00. Winner's Circle prizes are based **solely on popcorn sales**. (Show & Sell sales + Take Order Sales + Online sales) Winner's Circle prizes are ordered through the Pecatonica River system. Scouts can choose 1 Winner's Circle prize for each \$3,000.00 in popcorn sales. (\$6,000.00 = 2 prizes, \$9,000.00 = 3 prizes, etc.)
- c. The Winner's Circle incentive includes Scouts of units who choose the no prize option.
- d. Military, Top Salesmen, and Online Sales Pins may be ordered by units using guidelines e, f, and g above.

ONLINE SALES COMMISSION (Applies to both options 1 and 2)

All online popcorn and nut sales are under a different commission structure. Any sale placed online, regardless of the prize option, generates a **commission of 30%**.

Incentive prizes will be delivered to the council office and the unit representative will be contacted.

Winner's Circle prizes will be delivered directly to the address indicated in the Winner's Circle order.



A Scouting Tradition for over 25 years....

PECATONICA RIVER POPCORN

