



NEW UNIT INCENTIVE:

JUMPSTART

CHALLENGE

★ SELL EARLY, EARN MORE. ★



New to the 2026 Popcorn Sale? We've made it easier than ever to get started!

Every eligible new unit can earn **up to 5 FREE cases** of popcorn and build momentum for a successful season!

1. TRAIL'S END NEW UNIT PRODUCT PROMOTION

Every eligible new unit receives
2 FREE CASES!



REQUIREMENTS:

- ✓ The unit must not have participated in the 2025 popcorn sale.
- ✓ The Unit Leader places an order in the Leader Portal for the two cases (White Cheddar and Sea Salt).
- ✓ Complete at least 4 hours of storefront sales (two 2-hour shifts).
- ✓ Record all popcorn sales in the Trail's End App.
- ✓ Both cases must be sold by October 31.



REWARD:

If all requirements are met, the value of the two cases will be credited to the unit's account by **November 13**.

2. NEW UNIT INCENTIVE: JUMPSTART CHALLENGE

Be among the first and earn **5 FREE CASES!**



REQUIREMENTS:

- ✓ The unit must not have participated in the 2025 popcorn sale.
- ✓ The Unit Leader places an order in the Leader Portal for the five cases (3 White Cheddar and 2 Sea Salt).
- ✓ Complete at least 4 hours of storefront sales (two 2-hour shifts).
- ✓ All sales must be recorded in the Trail's End App.
- ✓ Be among the **first 15 eligible new units** to sell all five cases by Oct 31.



REWARD:

If all requirements are met, the value of the five cases will be credited to the unit's account by **November 13**.

DOUBLE
YOUR OPPORTUNITY!

Eligible new units can earn both incentives for up to

★ **5 FREE CASES** ★

to help launch your unit's first popcorn season!

MORE
POPCORN.
MORE FUNDS.
MORE ADVENTURES!



IMPORTANT DATES



AUGUST 8

Deadline to register and become eligible for the JumpStart Challenge.



OCTOBER 31

Deadline to sell both cases for the New Unit Product Promotion **OR** all five cases for the JumpStart Challenge.



NOVEMBER 13

Credits for the value of qualifying cases are applied to unit accounts.

Dates are subject to change. Watch for updates from your council.



WHO'S ELIGIBLE?



Units that did **NOT** participate in the 2025 popcorn sale.

REGISTER TODAY!

Get started, sell early, and for your unit!



QUESTIONS? CONTACT YOUR COUNCIL POPCORN TEAM!

