

**MORE
Winning
Units in
2015!!**

CAMP MASTERS KICK OFF CONTEST



Kick up your popcorn sale!

KICK UP THE EVENT

CAMP MASTERS Unit Popcorn Sale Kick Offs are easy to organize and fun for all! Show us how your Kick Off looks, with a well prepared room. You can include product samples, prize displays, games and staging.

KICK UP THE TRAINING

CAMP MASTERS offers great training tools, like the **Unit Kick Off Presentation** (download today at campmasters.org). Show us how your Kickoff prepares Scouts with the confidence and safe selling techniques to have a great sale.

KICK UP THE FUN

The numbers are in and it's apparent that Units holding a Kick Off have a better sale. **That's more funding for your Scouting program!!** Show us how your Kick Off is fun for your Scouts and their families! Be creative!

KICK UP THE PRIZES

Everyone wins when you have a Kick Off!

Capture your Unit's **SPECIAL ROOMSETUP, TRAINING and FUN** by sharing a video or photo story and entering at campmasters.org or using our smart phone app. Search the Apple App Store or Android Market for "CAMP MASTERS Popcorn" to download.

Prizes will be awarded to the top 3 Units in each category: \$300 bonus commission to the 1st place Units, \$200 to the 2nd place Units and \$100 to the 3rd place Units. Plus, every selling Scout in the winning Units will win a Walmart® gift card!

(\$25 per Selling Scouts for 1st Place Units, \$20, for 2nd Place Units, and \$15 for 3rd Place Units)



For complete rules and regulations, visit campmasters.org.

CAMP MASTERS

KICK OFF CONTEST

OFFICIAL RULES AND REGULATIONS

3/1/2015

1. Participants should upload content that shows the following:
 - a) Scout Training
 - b) Room Setup
 - c) Element of Fun
2. Be creative within the contest categories! Photo and video situations are entirely up to Unit: funny, clever and silly content is welcome.
3. Format for photos includes JPEG, TIFF, PNG, GIF. Your smartphone will automatically upload as an appropriate file type.
4. Format for videos must be an MP4 and no more than 10 seconds in length. Your smartphone will automatically upload as an appropriate file type.
5. Deadline for submissions is November 1, 2015.
6. Read the Official Rules below in their entirety before entering.

OFFICIAL RULES CAMP MASTERS Popcorn "Show Us Your Best Kickoff Contest"

Description:

The contest is open to any registered Unit leader, parent or volunteer that sells CAMP MASTERS Popcorn in 2015. Winner(s) of the contest will be participants that submit the most creative and appropriate content before or during the 2015 popcorn sale.

To be eligible pictures must:

1. Show a BSA Unit engaged in a Popcorn Training Kickoff.
2. Upload digital content (photo or video under 10 seconds) and meet criteria showing at least one of the following:
 - a) Scout Training
 - b) Room Setup
 - c) Element of Fun
3. Be of proper and decent subject matter, appropriate for children.

Procedure for entering contest:

1. Entrants must either enter through the mobile application or go to campmasters.org and follow the link to the contest site, fill out the online form and upload content.
2. Parents of minor children pictured in the photo must give permission to the Contest to publish the photo if it is deemed a winner.

Judging criteria:

Winners will be selected on the basis of:

1. Creativity, originality or instructive value of the photos and/or videos.
2. Clarity and quality of content.
3. The "smile quotient" -- does it make the judges smile.

Deadline:

Entries must be submitted no later than 5:00 p.m, November 1, 2015. Decisions of CAMP MASTERS and the contest judges are final. No employee or child of an employee of Ramsey Popcorn Company, its advertising agencies or suppliers is eligible in this contest.

Prizes:

1. Prizes will be awarded to the top 3 Units in each category (Scout Training, Room Setup, Fun).
2. Top 3 Units in each Category
 - a) The Winning Unit in each category will have \$300 added to their Popcorn Sale Commission
 - b) The Second Place Units will have \$200 added to their Popcorn Sale Commission
 - c) The Third Place Units will have \$100 added to their Popcorn Sale Commission
3. Selling Scouts in the Winning Units will earn a Walmart Gift Card
 - a) Each Selling Scout in the (3) Winning Units will receive a \$25 Gift Card to Walmart®.
 - b) Each Selling Scout in the (3) Second Place Units will receive a \$20 Gift Card to Walmart®.
 - c) Each Selling Scout in the (3) Third Place Units will receive a \$15 Gift Card to Walmart

Use of submissions: Ramsey Popcorn Company reserves the right to publish all submitted media for promotional and marketing purposes for Ramsey Popcorn and/or CAMP MASTERS Popcorn.

Not available to residents where prohibited; any state or federal tax liability will be the responsibility of the winner.