

## 2019\* Unit Popcorn Commission Program

\*The Council has specific goals in mind with the launch of this revised Popcorn Commission program. Specifically, our intent is to provide an incentive to our middle-range selling units, to encourage them to move into the higher, more productive tiers. Depending on the outcome of the 2019 sale, some aspects of the commission and bonus program outlined below may change.

### BASE COMMISSION STRUCTURE FOR ALL UNITS SELLING POPCORN IN 2019:

- **Base:** 30% of gross sale (Just for Selling!)
- **Attend the Kick-Off Event** to become trained: (+4%)
- Achieve a 10% increase in unit **Online Sales** (+2%)
- **Total Possible Commission: 36%**

**Example:** If your pack sells popcorn and sends a representative to the Kick-Off, your commission is 34%! If you also increase your on-line sales by 10%+, the unit can get 36% commission.

### FOR 2019, A **TOP PERFORMING UNIT** BONUS COMMISSION IS AVAILABLE

Any unit can become a TOP PERFORMING UNIT and enjoy some super BONUSSES. To qualify you must achieve one of the 3 Tiers described below. This bonus is on TOP of what a unit may earn from the Base Commission Structure!

TIER 1      Average+ sale per Scout \$400-\$599 or \$18,000 gross unit sale (+2%)  
+Average will be calculated by dividing gross unit sales by the # of youth registered as of June 30

TIER 2      Average sale per scout \$600-\$999 or \$27,000 gross unit sale (+4%)

TIER 3      Average sale per scout \$1,000 or \$40,000 gross unit sale (+8%)

**Example:** if a unit sells popcorn, sends a representative to the Kick-Off, increases their on-line sale by 10% and averages top sales in one of the tiers, the total commission "could" amount to 44%!

SPECIAL NOTE: after paying for the popcorn, SFBAC does share in the profits from the sale. Leaders and parents should know that out of its share the Council pays for **ALL prizes, admin. expenses, and incentives.** This comes to approx. 5% of the overall sale.