**2025 Popcorn Sale Important Dates**

**“Go Wild”**

**July**

July 22-24 - Show & Sell Reservations go live in the Trails-End App.

July 22 – Popcorn Party Knoxville Get Ready to “Go Wild”

**August**

August 1 – Online Popcorn Sales Begins (counts towards incentives)

August 14 – All Unit Show & Sell Orders Due into Trails-End system.

August 27 – Show & Sell Popcorn Distribution

**September**

September 4 – Show & Sell Popcorn Distribution

September 5 – Popcorn Show and Sell Starts

September 5-26 - Blitz Club

September 27 – Swap and Shop (trade products with other units) 9am

September 30 – Late Sale Show and Sell order due

**October**

October 21 – Late Sale product distribution

October 30 – Show and Sell Returns due, and Take Order Popcorn Sale orders due

**November**

November 7 – Take Order Popcorn Distribution and Prize orders due in Trails End

November 14 – All Show & Sell payments Due and Local Council Incentive forms

**December**

December 1 – All final popcorn payments due regular sale

December 1 – Late Sale final orders due and sale ends

December 19 – Late Sale Close out due (payments, prizes, and incentives)