



# Influence Fitness-Minded College Students at Campus Sports & Recreation Facilities

## The Network

Most colleges offer on-site fitness facilities for their student athletes, general student population, and faculty who want to stay fit. CoOptions Health & Wellness has created a comprehensive network of more than 2,000 of these campus sports and fitness facilities nationwide — the ideal college touchpoint to deliver your brand to influential, health and fitness-minded students. All programs are customizable and samples are delivered at check-in. We can also geo-map colleges in specific markets or around retailer store locations for shopper marketing activation with your key accounts.

### Key Demographics

- College sports team athletes
- Fitness-minded students 18 – 24 that engage in individual and team sports and recreation activities
- Faculty members

### Locations/Reach

- 2,000+ colleges segmented by type, region, size and enrollment, and NCAA division
- Up to 2,000,000 per 2 – 4 wk. promotion period (approx. 50/50 male/female split)
- Geo-mapping selection of gyms based on client account retail locations (upon request)

### Signage & Consumer Research

- Counter tent cards to encourage members to try your sample and tell brand narrative
- Optional dedicated consumer core and conversion dual research (recommended)
- Optional counter easel card w/tear pad or QR code for survey

### Investment *Pricing does not include shipping\**

| Sample Quantity        | Cost / Sample |
|------------------------|---------------|
| 50,000 – 100,000 pilot | 26¢ / sample  |
| 100,001 – 250,000      | 20¢ / sample  |
| 250,001 – 500,000      | 18¢ / sample  |
| 500,001 – 750,000      | 16¢ / sample  |
| > 750,000              | 14¢ / sample  |

### Product Sample Distribution

- Check-in desk at sports / fitness facility
  - Key promotional windows: Back-to-College (Aug/Sept and Jan); final exams (Apr/May and Dec)
- \* Staging & shipping quoted upon request (please provide all specs and actual samples) or client can ship directly to facilities*

### the samplingstore™

321 Glen Echo Lane, Ste. C  
Cary, NC 27518  
Phone: (919) 303-3223  
Fax: (919) 303-3225  
sales@samplingstore.com



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