



# Influence Active-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
- Actives-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 1,000,000 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 acrylic counter sign holder for survey

### Investment Pricing does not include shipping\*

Sample Quantity	Cost / Sample
50,000 – 100,000 pilot	26 - 28¢ / sample
100,001 – 250,000	20 - 26¢ / sample
250,001 – 500,000	18 - 20¢ / sample
500,001 – 750,000	16 - 18¢ / sample
> 750,000	14 - 16¢ / 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)

### the samplingstore™

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