



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

- Active-minded students (ages 18 – 24) and graduate students (ages 22– 28) that engage in individual and team sports and recreation activities
- College sports team athletes (samples can be included in away-game bags)



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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Introducing NEW Batiste™ Touch Activated & Sweat Activated Dry Shampoo! Long lasting all-day freshness when you need it most.

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ASK FOR YOUR FREE SAMPLE

48H PROTECTION THAT GOES ON INSTANTLY DRY

IN AND OUT OF THE GYM

PLEASE TAKE ONE

Tell Us What You Think and Get Rewarded!

Be one of the first 100 people to fully complete this survey, collect survey and get a \$10 Amazon eGift Card in your hand!

www.DrySpraySurvey.com

1oz. Dry Sprays ON-THE-GO

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Better Off Healthy!

Energy Gummies

- High Potency B Vitamins Aid in Converting Food into Energy*
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PLEASE TAKE ONE

TELL US WHAT YOU THINK AND GET REWARDED!

Be one of the first 100 people to fully complete this survey, collect survey and get a \$10 Amazon eGift Card in your hand!

To participate, visit: EnergyGummiesSurvey.com

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SIMPLY
Scented Ear

Freshness
Free from dyes, parabens & alcohol!

PLEASE TAKE ONE

TELL US WHAT YOU THINK AND GET REWARDED!

Be one of the first 100 people to fully complete this survey, collect survey and get a \$10 Amazon eGift Card in your hand!

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TRY A SAMPLE NOW!

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