

Forge relationships with FITNESS ENTHUSIASTS at HIGH INTENSITY cross-training gyms nationwide



CROSSTRAINING
& BOUTIQUE GYMS NETWORK

The Network

Cross-training isn't just a type of workout—it's a movement. High-energy, competitive, and community-driven, these gyms have become modern-day training tribes where members push limits and celebrate results together. To help brands harness this momentum, CoOptions built the **Cross-Training & Boutique Gyms Network™**, spanning 14,000+ locations of today's most influential franchises, including CrossFit®, Orangetheory®, Fit Body Boot Camp®, Crunch Fitness®, Burn Boot Camp®, and others. This nationwide network delivers a direct line into one of the hottest fitness lifestyles on the market—giving brands the perfect way to engage empowered, motivated, and fiercely loyal fitness enthusiasts. Cross-training is where passion meets performance. And now, it's also where your brand belongs.



Consumer Targeting

- Focus on Gen-Z and Millennial fitness enthusiasts (18 – 45) plus younger GenX members (46 – 55); skew to 25 – 34
- Evenly split male / female
- Upscale, more than half with family HH income of more than \$150,000



Locations/Reach

- 14,000+ gyms nationwide
- Average of 200 members / gym
- Multiple cross-training brands and locations in our expanded network
- Ability to target only men or women in gyms and choose gym brands



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	28 - 32¢ / sample
100,001 – 250,000	26 - 28¢ / sample
250,001 – 500,000	23 - 26¢ / sample
500,001 – 750,000	21 - 23¢ / sample
750,001 - 1,000,000	19 - 21¢ / sample

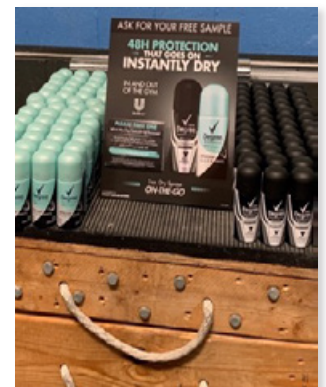
Product Sample Distribution

Hand-distributed at check-in or after session and display / product location in main area

** Staging & shipping quoted upon request (please provide all specs and actual samples)*

the **samplingstore.**

2500 Regency Parkway
Cary, NC 27518
Phone: (919) 303-3223
Fax: (919) 303-3225
sales@samplingstore.com



v.2027.1.0

All programs are executed directly with individually owned gym locations

the **samplingstore.**

www.samplingstore.com

A CoOptions Group Company
CoOptions
HEALTH & WELLNESS MARKETING



CROSSTRAINING & BOUTIQUE GYMS NETWORK

ASK FOR YOUR FREE POUCH!

After your workout... **TEAR. EAT. GO.**

- Good source of lean protein (10g+ of protein per pouch)
- 20+ delicious and flavorful varieties of Tuna, Salmon and Chicken
- A simple way to add protein to your meals, anytime, anywhere!

Starkist
STARKIST.COM

amazon.com gift card \$10
Tell us what you think and get a \$10 Amazon eGift Card!

Be one of the first 100 guests to fully complete our online survey and we'll send you a \$10 Amazon eGift Card! Visit StarkistSurvey.com OR scan this QR code to take the survey.

† You must be 18 years or older, a U.S. Citizen, and have received the sample at your gym or studio to participate. Visit StarkistSurvey.com for more information. One survey per household. Survey run by CoOptions Sampling Store, Cary, NC.

the samplingstore.



ASK FOR YOUR FREE SAMPLE

Discover **Barilla** Chickpea & Red Lentil Pastas

MADE WITH ONE SIMPLE INGREDIENT
☐ CHICKPEA FLOUR OR RED LENTIL FLOUR ☐

Barilla Legume Pasta
Taste the difference!

- ✓ Good source of plant-based protein
- ✓ Certified Gluten Free & Non-GMO
- ✓ Excellent source of fiber

COPYRIGHT © 2021 BARILLA AMERICA

THEN TELL US WHAT YOU THINK AND GET REWARDED!

Be one of the first 200 guests to fully complete our online survey and we'll send you a \$10 Amazon eGift Card! To participate, visit BarillaSurvey.com or scan this QR code with your phone camera.

† You must be 18 years or older, a U.S. Citizen, and have received the sample at your gym or studio to participate. Visit BarillaSurvey.com for more information. One survey per household. Survey run by CoOptions Sampling Store, Cary, NC.

the samplingstore.



FREE SAMPLE FOR MEMBERS!

IT'S THE CHIP YOU'VE BEEN WAITING FOR

ATKINS NEW! Atkins Protein Chips

KETO FRIENDLY **4G NET CARBS** **13G PROTEIN** **4G FIBER** **BAKED NOT FRIED**

See nutrition info for calories and sat fat contents. 7-8g Total Fat. *Product designed to be used with the Atkins ketogenic diet. Visit Atkins.com/keto for more info.

TELL US WHAT YOU THINK AND GET REWARDED!

Be one of the first 200 members to fully complete our online survey and we'll send you a \$10 Amazon eGift Card! Visit our survey website or scan the QR code. AtkinsChipsSurvey.com

† You must be 18 years or older, a U.S. Citizen, and have received the sample at your gym or studio to participate. Visit AtkinsChipsSurvey.com for more information. One survey per household. Survey run by CoOptions Sampling Store, Cary, NC.

the samplingstore.

