

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

- Fitness enthusiasts 18 – 55, heavily skewed 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 women in gyms



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*

<u>Sample Quantity</u>	<u>Cost / Sample</u>
50,000 – 100,000 pilot	24 - 28¢ / sample
100,001 – 250,000	21 - 24¢ / sample
250,001 – 500,000	18 - 21¢ / sample
500,001 – 1,000,000	16 - 18¢ / sample

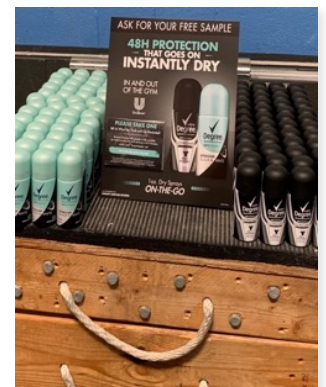
Product Sample Distribution

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™**

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Cary, NC 27518
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All programs are executed directly with individually owned gym locations

the **samplingstore™**

www.samplingstore.com

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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.

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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

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.

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FREE SAMPLE FOR MEMBERS!

IT'S THE CHIP YOU'VE BEEN WAITING FOR

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/low-carb/keto.

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.

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