



# Engage with **OUTDOOR ENTHUSIASTS** at mountain biking, rafting, hiking, ziplining, and other **ADVENTURE DESTINATIONS**

## The Network

Looking to connect with active, millennial, outdoor adventure enthusiasts in critical mass? In partnership with Keeplan Experiential, we are thrilled to bring you the sister-network to our Ski Resort Network™ for spring through fall seasons—the **Outdoor Adventure Network™**. When the snow melts, the mountains start back up with mountain biking, ziplining, mountain coasters, aerial ropes courses, and other outdoor adventures. Also in spring, our ski resort network expands to include outdoor adventure locations for white water rafting, horseback riding, jeep tours, and more. The Outdoor Adventure Network™ takes your brand to where the action is and immerses your product in their experiences.



### Demographics & Lifestyle

- Upscale consumers: average household income of \$150,000+
- Millennials / Gen Y / Gen X; Median Age: 32
- 47% male / 40% female adults, 13% kids
- Families skew heavily in certain destinations and outdoor adventure activities



### Locations/Reach

- Up to 500,000 samples per month
- Outdoor adventure centers and lodging nationally, with emphasis on western states (including Utah, Colorado, California, and Arizona)
- Season: May – October



### Signage and Recap/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

### Product Sampling

- Product sampling up to 1.5 million units per season (submit sample for approval)
- Sample at mountain lodge check-in and at adventure company activities check-in

### Investment

Sample Volume	Cost/Unit*
50,000 – 75,000 samples	32 - 36¢ / sample
75,001 – 100,000 samples	28 - 32¢ / sample
100,001 – 250,000 samples	24 - 28¢ / sample
250,001 – 500,000 samples	22 - 24¢ / sample
Above 500,000 samples	Please inquire

\*Staging & shipping quoted based on sample and case specs. Research signage and depth consumer opt-in research optional. Size and weight may affect pricing, shipping & storage costs.



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A CoOptions Company and Keeplan Experiential alliance partner





Connecting brands with outdoor enthusiasts.



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