



Publix®

FORT LAUDERDALE A1A MARATHON

1/2 MARATHON | 5K | KID'S RACE

2026 Marathon, 5K, Kids Race, Health Expo, and Integrated Shopper Marketing Campaign



Coupons • Digital • FSI • Shelf Flags • Product Sampling at Events.

Lifestyle & Demographics: Healthy lifestyle and fitness oriented; middle/upper-middle class; Gender: 58.5% female / 41.5% male split; Core age range 30 - 55 years (Median age 46); Average HH Income: \$120K; Education: 100% high school grad, 85% college grad; 40% post college degree grad; Ethnicity breakdown: 75% Caucasian; 15% Hispanic; 5% African American; 5% other; Geographic Location: all 50 states; 33 countries represented; 75% of total A1A audience is from Florida.

Publix® Shopper Marketing:

- **PUBLIX:** Dedicated brand coupon tear pad and shelf talker in 305+ South Florida stores (56% mkt. share). Neptune Retail Solutions handling all in-store components.
- **Dedicated FSI:** 850,000+ circulation FSI distributed in the tri-county newspapers with coupon / ad for brand.

Event Participation: 23,000+ participants

- **Health & Fitness Expo:** 2-day pre-event Race Expo at the Broward County Convention Center, open to the public, up to 11,000 product samples (wet or dry) and/or literature, dedicated and staffed 10' x 10' booth.
- **Race Event:** Dedicated branded tent with sampling (wet or dry) and literature distribution at Finish Line to approximately 12,000 racers and spectators. Brand ID also on race barricades, finish line and event shirts.

Online Presence: Brand logo & URL link on the www.a1amarathon.com sponsor page.

Additional Options:

- **Booth Staffing:** If you don't send your own staff, we can hire and supervise for you.
- **Publix.com Digital Coupons:** 12,000 downloads.
- **Consumer Research:** Dual-tier custom brand depth opt-in consumer research: 1) trial research during events; and 2) follow-up purchase conversion research. For full descriptions and cost details, see next page.

Brand Reporting: Full brand recap following event w/photos (analysis with research).

Participation Cost

\$28,500

Key Dates

- **Commitment:** October 1, 2025 (category exclusive)
- **In-Store Shopper Marketing:** January - February 2026
- **Race Days:** Feb. 14-15, 2026 / **Health Expo:** Feb. 13-14, 2026

Additional Options

- **Booth Staffing:** Supervised staff \$650 per staff member per day
- **Publix.com Digital Coupons:** 12,000 downloads (ave. redemption 8%) – \$2,000
- **Custom Consumer Research:** \$4,500+ (see next page for details & options)

Contact your CoOptions representative or email Darlene Genander at dgenander@cooptions.com



2500 Regency Parkway • Cary, NC 27518
t. (919) 303-3223; f. (919) 303-3225 | SamplingStore.com



Publix®

FORT LAUDERDALE A1A MARATHON

1/2 MARATHON | 5K | KID'S RACE

2026 Marathon, 5K, Kids Race, Health Expo, and Integrated Shopper Marketing Campaign

OPTIONAL CUSTOM TWO-TIER CONSUMER RESEARCH

CoOptions' Sampling Store will provide custom brand-specific two-tiered consumer research to provide you with consumer insights and track conversion over a 30 day window. Here's how it works:

Core Survey:

- **Consumer Invitation & Reward:** We will design and print custom branded 4" x 6" post cards with dedicated URL and QR code for attendees to opt-in to complete the survey on our secure online SurveyMonkey portal. Post cards will be handed to attendees at expo booth with samples. Each respondent that fully completes the survey will receive a \$10 Amazon eGift Card.
- **Signage:** We will design, print, and display a custom 8.5" x 11" acrylic sign at the health expo which also includes the core survey URL and QR code.
- **Survey Questions:** Our core consumer research is robust, covering demographics, category, and brand-specific questions (limited to 18 questions):
 - Basic demographics (age, marital status, gender, HH income, education, etc.)
 - Brand awareness and previous experience / usage
 - Category purchase behavior (frequency, pack rate, class of trade)
 - Category usage occasions and consumption behavior
 - Competitive category purchases in past "X" months (you provide competitor list)
 - Category attribute preferences (e.g., taste, variety, texture, effectiveness, convenience, pricing, etc. – you provide up to 6 top attributes for consumers to rate)
 - Brand ratings on category attribute preferences (or simple product scale ratings)
 - Open-ended comments on what respondents liked best about your product they tried
 - Open-ended comments on what respondents liked least about your product they tried
 - Likelihood to purchase the product in the next 30 days
 - Opt-in to take our follow-up purchase conversion survey 4 weeks later (link sent by email, also with consumer reward).

Follow-Up Purchase Conversion Survey:

- **Survey Questions:** Follow-up conversion research focuses on purchases and usage behavior (limited to 10 questions):
 - Purchase conversion (did they purchase, still plan to purchase, not planning to purchase, or already a brand consumer) – you can also ask what SKU(s) were purchased.
 - Where did they purchase (class of trade), how many times (frequency), and how much at a time (pack rate)?
 - Where did they use your product they purchased (if purchased)?
 - Did their purchase supplement or replace another category product already in household?
 - Open-ended comments on brand

COSTS: Cost to design, implement, and report core research results and insights (including post cards and signage displays) is \$3,000 base fee plus \$10 for each respondent survey reward (100 core and 50 conversion survey minimum completed surveys). So, a two-tiered research with 100 core and 50 conversion surveys is \$3,000 base fee plus \$1,500 respondent rewards or \$4,500; research with 200 core and 100 conversion surveys is \$3,000 base fee plus \$3,000 respondent rewards or \$6,000, etc. Brand are allowed two rounds of edits to each survey. Full report with research analysis provided in addition to brand event recap.



2500 Regency Parkway • Cary, NC 27518
t. (919) 303-3223; f. (919) 303-3225 | [SamplingStore.com](https://www.SamplingStore.com)



Publix

**FORT LAUDERDALE
A1A MARATHON**
1/2 MARATHON | 5K | KID'S RACE

PRESENTED BY COLAVITA



2024 HEALTH EXPO PHOTOS





Publix

FORT LAUDERDALE
A1A MARATHON
1/2 MARATHON | 5K | KID'S RACE

PRESENTED BY
COLAVITA

2024 MARATHON & 5K



the **samplingstore**

2500 Regency Parkway • Cary, NC 27518
t. (919) 303-3223; f. (919) 303-3225 | SamplingStore.com



Publix

FORT LAUDERDALE
A1A MARATHON
1/2 MARATHON | 5K | KID'S RACE

PRESENTED BY
COLAVITA



2024 MARATHON & FINISH LINE BRAND PRESENCE





Publix

FORT LAUDERDALE A1A MARATHON
1/2 MARATHON | 5K | KID'S RACE

PRESENTED BY COLAVITA



2024 FSI

MANUFACTURER'S COUPON EXPIRES 03/31/2024

HEINZ
ESTD 1869

SAVE \$1.00
on Heinz Ketchup (32 oz.)

00000000000000

PROUD PARTNER

Publix
FORT LAUDERDALE A1A MARATHON

ESSENTIAL ENERGY

MANUFACTURER'S COUPON EXPIRES 03/31/2024

FANTASTIC!

SAVE \$1.00
when you buy ONE (1) 12oz. Bottle.

00000000000000

MANUFACTURER'S COUPON EXPIRES 03/31/2024

Crystal Light

SAVE \$1.00
when you buy any 2 (TWO) Crystal Light On-the-Go Packets (7-10 count), Pitcher Packets (9-12 quart), or Liquid Enhancers (1.67 oz.)

00000000000000

FORT LAUDERDALE, FL | 02.18.2024

Publix
FORT LAUDERDALE A1A MARATHON

PRESENTED BY COLAVITA

THE ULTIMATE SOUTH FLORIDA RUNNING EXPERIENCE!

PUBLIXA1AMARATHON.COM | #RUNFTL

MANUFACTURER'S COUPON EXPIRES 03/31/2024

bubly
sparkling water

SAVE \$1.00
when you buy ONE (1) 12oz. can 8-pack.

001000-111347

MANUFACTURER'S COUPON EXPIRES 04/30/2024

OLIPOP

SAVE \$.50
off any OLIPOP, 12 oz. Can.

00000000000000

Publix logo

ULTRA CELSIUS VISIT LAUDERDALE COLAVITA Oxiya HEINZ DORLAND Oils MISSION

VITA lemon perfect. BREAKBROTHS bubly G SURF ON. Zapp's Lifeway

MANUFACTURER'S COUPON EXPIRES 04/30/2024

KETTLE BRAND

\$1.00 OFF
TWO (2) Kettle® Brand Chips 6.5oz or larger

00000000000000

MANUFACTURER'S COUPON EXPIRES 04/30/2024

ON OPTIMUM NUTRITION

SAVE \$4.00
on any Optimum Nutrition GOLD STANDARD 100% Whey Protein Powder or any Optimum Nutrition GOLD STANDARD Plant Protein Powder

00000000000000

Cheerios NATUREVALLEY General Mills CORNYL ON! Zapp's Lifeway

LINDSAY KETTLE Explore DELICISSO MALINA ISA OLIPOP Fresh Florida

MANUFACTURER'S COUPON EXPIRES 04/30/2024

lemon perfect

SAVE \$1.00
when you buy three Lemon Perfect bottles.

085003748-10034



the **samplingstore**

2500 Regency Parkway • Cary, NC 27518
t. (919) 303-3223; f. (919) 303-3225 | SamplingStore.com



Publix

FORT LAUDERDALE
A1A MARATHON
1/2 MARATHON | 5K | KID'S RACE

PRESENTED BY COLAVITA



5K IN-STORE SHELF-EDGE MERCHANDISING

