

COACHELLA

APRIL 2027 MUSIC FESTIVALS

VACATION RENTAL, CAMPING, GLAMPING,
AND BOUTIQUE HOTEL LODGING SAMPLING



About Coachella® & Stagecoach® Music Festivals

Each year, the Coachella valley comes alive during the month of April with two of the most famous music festivals in the world — **Coachella Valley Music & Arts Festival®** and the **Stagecoach® Country Music Festival**, attracting more than 200,000 attendees, (skewing Millennial, Gen-Z, and Gen-X), media, and social influencers. The Coachella Valley Music & Arts Festival® has become a cultural colossus powering music and pop culture trends, a worldwide phenomenon known for its A-list music stars, emerging artists platforming, and large-scale art and fashion exhibits. The Stagecoach® Country Music Festival that follows Coachella® focuses more on country music superstars, legendary acts, and rising stars, plus related genres like Americana, roots, rock, and pop. In 2026, Coachella® headliners included Sabrina Carpenter, Justin Bieber, and Karol G.; 2026 Stagecoach® headliners included Post Malone, Lainey Wilson, and Cody Johnson.

Attendee Activations in our Lodging Networks

Like our 2026 program, our 2027 program will offer exclusive lodging access to highly coveted attendee audiences through our vacation rental homes (Airbnb®, VRBO®, and private rentals), campgrounds, glamping centers, luxury RV parks, and boutique hotels surrounding the festivals. This **category-exclusive** program will distribute **50,000 product samples** from each participating brand in 500+ lodging sites over a 6-week window (3/20 - 5/1, 2027), plus **full-size retail products** from brands that don't have samples (# units based on uses per package). Included in this **turn-key program** is packing & shipping from our Minneapolis fulfillment center to all locations, branded group signage, and shared dual-tier opt-in / rewarded research (both "trial" research at the event and "conversion" follow-up research 3-4 weeks later, see 2026 results last page). Each brand will receive a full report with qualitative and quantitative ROI analysis w/ insights. Optional brand depth consumer research is also available (quoted on request).



Demographics & Lifestyle

- Coachella® Attendees: 78% ages 18-34; 40% ages 18-25 (*source: AEG*)
- Stagecoach® Attendees: 40% ages 18-34 (*source: AdAge*), more multi-generational
- Both events skew to moderately higher household incomes



Locations/Reach

- 500 locations: Airbnb® & VRBO® rental homes, campgrounds, glamping yurts, cabins, luxury RV, and boutique hotels (100% opt-in)
- 50,000 samples per brand (or fewer full-size products) prominently displayed for guests with group brand signage



Signage and Recap/Research

- Sample staging with photos and optional host social media content posts
- Included multi-brand opt-in trial and follow-up purchase conversion surveys; optional depth brand research (pls. inquire)
- Signage design included with all brands

Consumer Opt-In Two-Tier Research Details

- Trial consumer research with 200 \$10 Amazon® eGift card rewards (demographics, brand history, appeal ratings, purchase intent, etc.)
- Follow-up conversion research with 100 \$10 Amazon® rewards (purchase, pack rate & frequency, sentiment, usage, etc.)
- Dedicated depth brand research (quoted on request)

Investment (all-inclusive)

Product Samples: (up to 3 oz. gross weight):

\$35,000 flat fee*

Full-Sized Products: (UPS dim weights):

- < 10.0 lb. \$70 / location (\$35,000)
- 10.1 - 15 lbs. \$75 / location (\$37,500)
- 15.1 to 20 lbs. \$80 / location (\$40,000)
- > 20 lbs. Quoted on request

Key Dates

- Program Closing: Jan 8
- Samples Due (MN): Jan 18
- Samples Ship to Locs: Feb 22
- Program Begins: Mar 19
- Coachella® Events: Apr 9-18
- Stagecoach® Event: Apr 23-26
- Program Concludes: May 1
- Recap Report: Jun 15

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Stagecoach® is a registered trademark of Future Festivals, LLC. CoOptions and this program are not affiliated with these companies.

* Bulky product samples or samples > 3.0 oz. custom quoted

For more information contact your Sampling Store™ Account Manager for more information and category availability or email sales@cooptions.com

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2026 PROGRAM PHOTOS – VACATION RENTALS



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2026 PROGRAM PHOTOS – CAMPGROUNDS / GLAMPING



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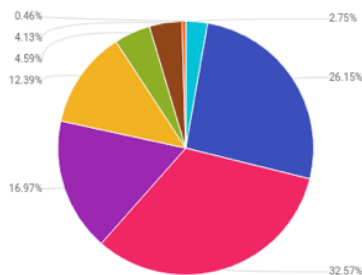
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2026 PROGRAM KEY CONSUMER RESEARCH RESULTS

RESPONDENT DEMOGRAPHICS & ACTIVITIES

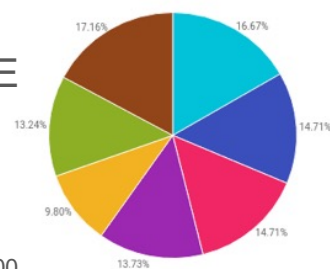
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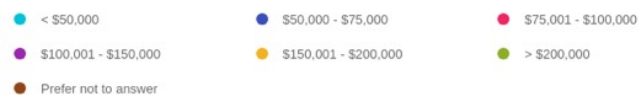
Median Age: 29



ANNUAL HH INCOME



Median HHI: \$125,000



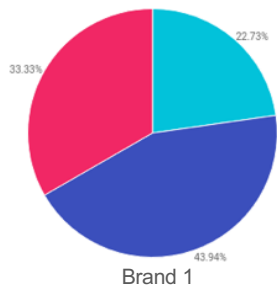
EDUCATION:
87.4% had Some College,
College Degree, or Graduate Degree

IDENTITY:
76.7% Female
21.8% male
Other: 1.5%

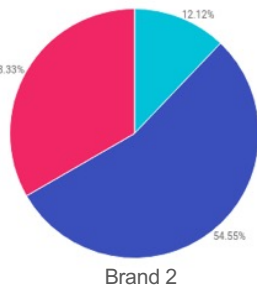
ACTIVITIES DURING STAY:
Coachella® Festival: 58.6%
Stagecoach® Festival: 30.0%
Spring Break: 12.4%
Other: 5.7%

PURCHASE CONVERSION & BEHAVIOR

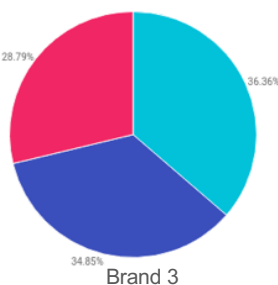
2026 Brands Redacted for Confidentiality



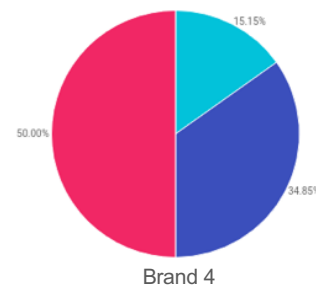
Brand 1



Brand 2



Brand 3

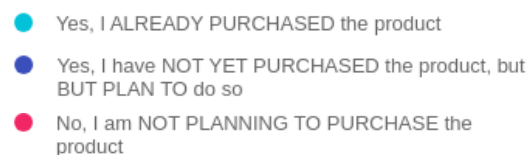


Brand 4

PURCHASE CONVERSION

21.6% average purchase conversion
3 weeks following trial across four
participating pilot brands, plus 36.4%
reporting they still intend to purchase.

27.9% also reported that their
purchase replaced a competitive
product in the same category
they already had in their HH



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