



Game Day Men's Sampling 2021

Get Samples in the Hands of 20K Millennial Men

Did you know that millennial men spend more on personal care products than any other generation? The 2020 global market for men's grooming products was valued at \$55.2 billion, and is projected to rise by 4.3% within the next 5 years. This is a demographic you don't want to miss out on.

Product sample bags will be distributed LIVE at exits of college football games at 5 colleges in close proximity to all 3 major drugstore chains and top 2 mass merchandisers, as well as distributed at exits of 5 popular NFL games such as the Baltimore Ravens, New York Jets, LA Rams and more! Coupons are included in every sample bag to direct customers to make a purchase either in-store or online.

NOTE: COVID-19 cautionary measures will be used during sample distribution to ensure the safety of both our team and sample bag recipients.



Program Options & Costs:

Sampling ONLY Option - 20,000 Bags
Cost: \$6,000 + 20,000 samples

Coupon* ONLY Option - 20,000 Bags
Cost: \$4,000

SAVE! Sampling + Coupon* - 20,000 Bags
Cost: \$9,000 + 20,000 samples

*Coupon redemption not included. **NOTE:** Costs do not include sales tax.

SIGNUP DEADLINE 7/23/21
ARTWORK DUE 7/30/21 | SAMPLES DUE 8/20/21



Sample Distribution Begins: September 2021

Program Details:

- ✓ 20,000 Sample bags distributed to men exiting 5 NFL games, and during football games at 5 colleges with proximity to all 3 major drugstore chains
- ✓ Vendors ship to CosPro's warehouse, where samples are collated in custom drawstring bags
- ✓ CosPro Agency ships direct to the venues and provides street teams and event management

Requirements:

- ✓ Individual sample size must not exceed 2 oz. in weight
- ✓ Coupons* may be substituted for a sample
- ✓ Breakable items must be inside bubble wrap
- ✓ Saleable items must have barcodes covered with 'not for resale' label
(CosPro Agency can provide this service for \$.10 per sample)