



Teen & College Sampling 2021

Reach 20,000 Teens & College Students

Did you know that 80% of all females ages 13 to 21 say shopping is their favorite hobby? College students spend over \$15 BILLION on personal care & beauty products.

Get your products into the hands of this young consumer age bracket, and gain loyal customers for years to come.

Sample bags will be placed on female dorm doors of 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 teen concerts such as Harry Styles, Lady Gaga, Maroon 5 and Taylor Swift.* Bags contain samples as well as coupons that encourage sales both in-store and online on your website.

* Artists may change; subject to availability.



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 5/3/21

ARTWORK DUE 5/17/21 | SAMPLES DUE 6/18/21



Sample Distribution Begins:
August 2021

Program Details:

- ✓ 20,000 Sample bags distributed to teens exiting 5 major concerts, and placed on female dorm doors of 5 colleges with proximity to all 3 major drugstore chains
- ✓ Vendors ship to CosPro Agency's warehouse, where samples are collated in organza 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)