



Diversity Sampling 2024

Interact With the Fastest Growing Demographic

The 2023 Official LDC U.S. Latino GDP Report™, shows the latest Latino Gross Domestic Product (GDP) is \$3.2 trillion, and the Latino Purchasing Power (LPP) is an impressive \$3.4 trillion. If U.S. Latinos were a country, they would be the 5th largest economy in the world, only ranking behind the U.S., China, Germany, and Japan.

Additionally, by 2024, the spending power of black individuals in the U.S. is set to touch an impressive \$1.8 trillion with black consumer spending growing at a rate of 5% per year, faster than overall US consumer spending growth of 3%*.

Drive multicultural consumers in-store and online by participating in the Diversity Sampling Program. The Diversity Sampling Program is a unique, cost-effective opportunity to reach large groups of consumers at African American and Hispanic events. Samples will be collated into 10,000 or 20,000 bags and distributed person-to-person at multicultural festivals and parades in large markets such as Maryland, New York, New Jersey, Pennsylvania and California.†



Program Options & Costs:

Full - BOTH Hispanic AND African American

Both Hispanic AND African American events.

Sampling ONLY Option - \$7,500 + 20,000 samples

Coupon† ONLY Option - \$4,500

SAVE! Sampling + Coupon†† - \$10,500 + 20,000 samples

Half - EITHER Hispanic OR African American

Choose from Hispanic OR African American events

Sampling ONLY Option - \$4,500 + 10,000 samples

Coupon†† ONLY Option - \$3,200

SAVE! Sampling + Coupon†† - \$7,500 + 10,000 samples

*According to OnlineDasher.com.

†Events may change; subject to availability. Program requires a minimum of 7 vendors.

††Coupon redemption not included.

NOTE: Costs do not include sales tax.

SIGNUP DEADLINE 2/1/24

ARTWORK DUE 3/15/24 | SAMPLES DUE 4/19/24



Sample Distribution Begins: June 2024

Program Details:

- **Full Program:** 10,000 sampling bags EACH to Hispanic AND African American events
- **Half Program:** 10,000 sampling bags to EITHER Hispanic OR African American events
- Vendors ship to CosPro warehouse, where samples are collated into bags
- CosPro XM provides per event shipping, live multicultural and/or bilingual street teams, full event management and detailed event recaps

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 can cover barcodes for an additional fee)

For more info, contact Gaby Marti:

407-900-0776 | gabrielle@cosproagency.com

CosProMarketing.com