

# 2024 Events Sampling Programs

Bags are distributed by our street teams at community events with **proximity to all 3 major drugstore chains** and the **top 2 mass chains**. Each of our sampling programs include **20,000 bags** filled with **8-10 samples** and a **coupon book** designed to direct consumers to purchase your product at your preferred website, app or in store. **RESERVE YOUR SPOT NOW** or see below for signup deadlines.



## Diversity Sampling

Distribution of 20,000 organza bags to African American & Hispanic consumers at cultural events in markets such as Maryland, New York, New Jersey, Pennsylvania and California.\* Half program option available with the choice of African American OR Hispanic.

**Program Begins: June 2024    Signup Deadline: 2/1/24**



## Teen & College Sampling

20,000 organza sample bags distributed on female dorm doors of 5 colleges as well as distributed at exits of 5 popular teen concerts such as Taylor Swift, Olivia Rodrigo, Niall Horan & more.\* Half program option available with the choice of teen OR college.

**Program Begins: July 2024    Signup Deadline: 2/29/24**



## Game Day Men's Sampling

20,000 bags filled with men's samples will be distributed LIVE at exits of 5 college football & 5 NFL games such as the Baltimore Ravens, New York Jets, & LA Rams.\*

**Program Begins: September 2024    Signup Deadline: 5/1/24**



## Breast Cancer Sampling

20,000 bags filled with samples will be distributed at 10 breast cancer awareness events in key markets such as Boston, Los Angeles, NYC, Detroit, Washington D.C., Philadelphia, Orlando & more.\*

**Program Begins: October 2024    Signup Deadline: 5/30/24**

### Program Cost:

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

**Coupon† ONLY Option** - \$4,500

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

Partial participation options available, ask for more details.

\*Events, pricing and timing subject to change. Program requires a minimum of 7 vendors. †Coupon redemption not included.  
NOTE: Costs do not include sales tax.

Visit **CosProMarketing.com**  
for more details OR

**TO RESERVE A SPOT NOW**

**CLICK HERE**