



# Game Day Men's Sampling 2024

## 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 global male grooming market is expected to be worth \$115 billion by 2028, up from nearly \$80 billion in 2022.\* This is a demographic you don't want to miss out on!

Our street teams will distribute sample bags live at 5 colleges football games in close proximity to all 3 major drugstore chains and top 2 mass merchandisers, as well as at the exits of 5 popular NFL games such as the Baltimore Ravens, New York Jets, LA Rams and more!†



### Program Options & Costs:

#### Sampling ONLY Option

**Cost:** \$7,500 + 20,000 samples

#### Coupon\*\* ONLY Option - 20,000 Bags

**Cost:** \$4,500

#### SAVE! Sampling + Coupon\*\*

**Cost:** \$10,500 + 20,000 samples

\*According to businesswire.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 5/1/24**  
ARTWORK DUE 6/13/24 | SAMPLES DUE 7/22/24



### Sample Distribution Begins: September 2024

#### Program Details:

- 20,000 Sample bags distributed to men exiting 5 NFL games, and during football games at 5 colleges
- Vendors ship to CosPro's warehouse, where samples are collated in plastic drawstring bags
- CosPro XM provides per event shipping, live 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)