



Teen & College Sampling 2024

Reach 20,000 Teens & College Students

The spending power of Gen Z is on the increase. In 2022, Business Insider estimated their spending power at over \$360 billion in disposable income, more than double what was estimated 3 years ago.

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 Taylor Swift, Olivia Rodrigo, Niall Horan and more.* Bags contain samples as well as coupons that encourage sales both in-store and online on your website.



Program Options & Costs:

Full - BOTH Teen AND College

Both Teen AND College markets.

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

Coupon† ONLY Option - \$4,500

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

Half - EITHER Teen OR College

Choose from Teen OR College markets.

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

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

SIGNUP DEADLINE 2/29/24

ARTWORK DUE 4/11/24 | SAMPLES DUE 5/16/24



Sample Distribution Begins: July 2024

Program Details:

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

*Events may change; subject to availability. Program requires a minimum of 7 vendors. †Coupon redemption not included.

NOTE: Costs do not include sales tax.