



Diversity Sampling 2020

Interact With the Fastest Growing Demographic

Drive in-store traffic by participating in the Diversity Sampling Program and market to multicultural consumers. The Diversity Sampling Program is an opportunity to reach large groups of consumers at African American and Hispanic events. Samples will be collated into 10,000 or 20,000 drawstring 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 or African American events.
Includes distribution of 20,000 bags.

Sampling ONLY Option - \$5,800 + 20,000 samples

Coupon* ONLY Option - \$3,800

SAVE! Sampling + Coupon* - \$8,800 + 20,000 samples

Half - EITHER Hispanic OR African American

Choose from Hispanic or African American events.
Includes distribution of 10,000 bags.

Sampling ONLY Option - \$3,800 + 10,000 samples

Coupon* ONLY Option - \$2,800

SAVE! Sampling + Coupon* - \$5,800 + 10,000 samples

*Coupon redemption not included. **NOTE:** Costs do not include sales tax.

SIGNUP DEADLINE 1/24/20

SAMPLES DUE 3/10/20 | ARTWORK DUE 2/7/20



Sample Distribution Dates:
April – Dec 2020

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 Agency's warehouse, where samples are collated into custom drawstring bags
- ✓ CosPro Agency books venues, ships direct to venue and provides bilingual multicultural personnel

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)