

**50,000 Samples**



## Street Team Event Marketing

The Duane Reade Street Team program offers product sampling and coupon &/or brand collateral distribution by a professional event marketing agency. Agents target high-traffic locations in Manhattan (*i.e. Times Square*) and distribute 50,000 Duane Reade-logoed sample bags over a 3-day period.

### BENEFITS

- Awareness: 50,000 direct hand-outs of samples &/or brand collateral, plus secondary consumer impressions
- Sales Lift: as high as 85% depending on product category and consumer offer
- Retailer Equity: participating brands benefit from Duane Reade “equity halo” with NYC consumers

### TIMING

- 4+ wks prior: Commitment to participate
- 2 wks prior: Brand materials received at warehouse
- Week of event: Street Team execution begins

**4 Brands per Event**



**\$7,500 per Brand**

*Excludes  
Cost of Samples  
Warehouse Delivery  
Coupon Redemption  
&/or Mfr's Materials*

### EVENT AUTHORIZATION

Company	
Brand(s)	
Event Date(s)	
Contact Name	
Email / Phone	
Signature / Date	

## 2010 Event Calendar

Event Date	Sign-up Deadline
4-Jan	7-Dec
1-Feb	6-Jan
22-Mar	22-Feb
26-Apr	29-Mar
17-May	19-Apr
7-Jun	10-May
21-Jun	24-May
12-Jul	14-Jun
16-Aug	19-Jul
20-Sep	23-Aug
18-Oct	20-Sep
15-Nov	18-Oct
6-Dec	8-Nov
13-Dec	1-Nov

## Brand Specifications

### SAMPLES

- Single, full-size units or sample sizes are acceptable and must be approved in advance by Duane Reade and Provisor Marketing.
- One sample piece per bag. If a sample and coupon or collateral are being distributed they must be in one single, assembled unit. If they are two separate pieces there will be an upcharge of \$2,500 for to cover additional handling.
- Samples should be shipped assembled on the assigned day in original packaging directly to a pre-assigned warehouse location.
- Samples that require cold storage cannot be accepted.

### COLLATERAL

- Printed materials must be 2-color or 4-color professional printed, and less than 8.5" x 11" in size. Successful collateral typically has limited copy, large fonts, eye-catching graphics, and a call-to-action.
- All collateral will be supplied by the manufacturer and due in-market 2 weeks prior to commencement of the promotion.
- Collateral must be proofed by Duane Reade and Provisor Marketing prior to the event.
- Coupon redemption costs are the sole responsibility of the manufacturer.

### CANCELLATION

- Cancellations received after program sign-up but prior to materials due date will be billed at 50% of execution rate.
- Cancellations received after materials due will be billed at full execution rate.

To speak to a representative directly contact:

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