

Reaching the Holiday Markets 2009

Photos with Santa Sampling

- Evolution has made arrangements with various photographers who take pictures children's pictures with Santa at malls across America.
- Your product/literature is provided to mom and dad in a gift bag.
- Top 25 DMA's can be selected from for your participation.
- 500 pieces of product or literature is the minimum.
- Great opportunity especially if accompanied with a coupon.



Letters from Santa Sampling



- Evolution has made arrangement with a Letters from Santa Company.
- Each year thousands of parents go online and request a personalized letter with from Santa.
- Your product sample/brochure will be inserted into online orders and shipped with each consumer order.
- This program is designed to reach mom with children toddler to 7 years old.

Nutcracker Ballet Theatre Sampling

- Evolution has made arrangement with a variety of theatres across the nation, to sample products to ballet theatre attendees for the holiday performance of the Nutcracker.
- Your product may be included in VIP attendee's gift bags.
- Your product may be placed on theatre seats.
- Your product may be distributed outside the theatre as attendees leave.
- Great for fragrances or other luxury product lines.



160 Commerce Drive Rochester, NY 14623-1154

All ideas expressed here are property of *Evolution* and subject to change or cancellation

Holiday at the Wineries Sampling

- Evolution has arrangements with wineries in New York State, California and MI.
- Each wine trail has a fun holiday sampling tour, where visitors receive small gifts at winery along the trail.
- Your product sample can be one of those small gifts.
- Or if a food product such as chocolate it would be sampled with the wines at the tasting rooms.
- Counter cards signage spots also available.
- You pick the markets.



Holiday Tree Lighting Ceremonies – sampling and events (Festival of Lights apply as well)

- Cities large and small each year have holiday tree lighting ceremonies or hold a festival of lights.
- Evolution can approach 2 ways to have your product(s) samples distributed:
 1. Your product samples are placed in VIP gift bags.
 2. Your products are distributed by brand ambassadors to the attendees.
- You select your markets.
- Evolution will provide the services.



Thanksgiving and Holiday Parade Sampling



- Cities large and small each year have holiday parades
- Evolution can approach 2 ways to have your product(s) samples distributed:
 1. Your product samples are placed in VIP gift bags
 2. Your products are distributed by brand ambassadors to the attendees
- You select your markets.
- Evolution will provide the services.