



OUR BRANDS



DIMENSIONAL BRANDING GROUP



DIMENSIONAL BRANDING GROUP

OUR VALUES

fun ♦ innovation ♦ leadership ♦ trust ♦ excellence ♦ respect

LICENSING

Comprehensive licensing management services that leverage and grow brand equity.

- Strategy
 - Brand equity analysis
 - Licensing negotiations
 - Category development
 - Securing licenses
- Product approvals
- Retailer relationships
- Royalty collection and tracking
- Licensee and retailer communications

BRAND DEVELOPMENT

We will work with you to analyze the current state of your brand along with your vision to align on your brand essence which includes:

- Brand Vision
- Brand Values
- Brand Promise
- Brand Heroes
- Brand Voice
- Brand Attributes

OUR FOUNDATIONAL PRINCIPLES

1

to make a positive difference on the lives of our clients, licensors and licensees

2

to operate a successful licensing agency so we can give back 10% of our profits to our community

3

to use and share our expertise to create new revenue streams and increase brand awareness on behalf of our clients

A BIT ABOUT US...

Founded in 2000, we are a boutique licensing and brand development agency. Our hands-on approach will make you feel like we are a part of your team.

We provide both licensing-in and -out services with focus on entertainment and character brands.

We are a member of The Village Companies; a diverse group of businesses under the same ownership with employees obsessed with a belief that by acting together we can and will achieve greatness.

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BRAND OVERVIEW:

Originally produced in 1908, Skee-Ball is recognizable, fun and nostalgic, spanning generations effortlessly. Through the years, Skee-Ball has evolved to fit the changing landscape of our society. Skee-Ball is deeply-rooted in American history, appearing in arcades, carnivals and boardwalks across the country and beyond. Skee-Ball games have produced over \$10 billion in arcade revenue alone since 1908.

PROPERTY HIGHLIGHTS:

- Classic alley-roller game is currently available for both Arcade and Home Market
- Core product made in USA since 1908
- Several popular iterations for home use including tabletop games, miniatures, and scratch-off lottery
- Exceptionally high positive Q Score of 42 and over 300 million impressions per year



SKEE-BALL®

BRAND ATTRIBUTES:

- Iconic, nostalgic and family-friendly
- Multi-generational, gender neutral and totally inclusive
- Skill-based game play that stands the test of time

TARGET MARKET:

Fun-loving young adults and families of all ages

CATEGORIES AVAILABLE:

Outdoor, party goods, beach & pool accessories, stationery, novelty items

CURRENT LICENSEES:

- Alchemy 3; lottery tickets
- Buffalo Games; tabletop game
- Basic Fun; mini electronic arcade game
- Super Impulse; "World's Smallest" arcade version
- Running Press; miniature desktop game
- Fly Bar
- Ocean Media; mobile app and Nintendo Switch game
- Zynga; online slot machines
- Trau & Loevner; t-shirts
- GameCo.; iSkill gaming
- EastPoint Sports; sporting goods

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APPAREL



LOTTERY



VIDEO GAMES AND APPS



TOYS



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BRAND OVERVIEW:

Pop-A-Shot created the original arcade basketball game in 1981, appearing in bars, arcades, and homes nationwide throughout the '80s. In 2016, Pop-A-Shot shifted its focus to the home market, becoming the high end in-home basketball game we all know and love today.

PROPERTY HIGHLIGHTS:

- Hundreds of thousands of home games have been sold in recent years
- Top in its category on Amazon.com
- Pop-A-Shot's games are in college and NBA arenas; featured at trade shows and in corporate game rooms
- On-air competitions are regularly featured on The Today Show, ESPN, and various late night shows
- Branded games include NBA, NCAA, Harlem Globetrotters, and Overtime



BRAND ATTRIBUTES:

- The classic, iconic, in-home basketball game
- Synonymous with family fun
- Physical basketball shot-making play without the outdoor court
- Competitive game play

TARGET MARKET:

Families and sports enthusiasts

CATEGORIES AVAILABLE:

Apps, interactive, accessories, stationery, slot machines, tailgate and sporting goods

CURRENT LICENSEES:

- Spinmaster/Cardinal; action and table top games
- Super Impulse; World's Smallest Pop-A-Shot game
- Basic Fun; miniature electronic arcade game
- EastPoint Sports; basketball style games
- Alchemy 3; lottery tickets
- Trau & Loevner; t-shirts

DIMENSIONAL BRANDING GROUP

LOTTERY



APPAREL AND SPORTS EQUIPMENT



TOYS



DIMENSIONAL BRANDING GROUP

BRAND OVERVIEW:

Tasty Peach Studios is Ryan Zanfei's childhood dream. A woman-owned, rapidly expanding brand, Tasty Peach's characters are on trend, adorable, and impossible not to love. Following the footsteps of Hello Kitty, Tasty Peach has grown through the love of fans and collectors. With core values of kindness, inclusivity, and quality; Tasty Peach is taking over the world to make it a sweeter, softer place.

PROPERTY HIGHLIGHTS

- Originally launched on Etsy in 2007, Tasty Peach maintains a loyal and growing fanbase
- Committed to quality and actively marketed online via Twitch, Facebook, email newsletter, and more
- Multi-Media development in the works with Atomic Toy Box Productions
- Meowchi, Nomwals, and Grumpy Sheep lead the roster of over 100 different characters in collectibility



BRAND ATTRIBUTES:

- Cute, sweet, and colorful designs inspired by the Kawaii fashion of Japan
- On-trend, Collectable, and rapidly growing
- Easily customizable for key retailers with an extensive number of characters and endless variations

TARGET MARKET:

Young women ages 8-25, anime fans, cat lovers with discerning taste

CATEGORIES AVAILABLE:

Party goods, digital goods, health and beauty, candy, gaming accessories/chairs

CURRENT LICENSEES:

- Aurora; master plush licensee
- Bare Tree Media; digital stickers
- What's Your Passion
- A&A Global; stickers, costume jewelry, key chains
- Goodie Two Sleeves; apparel
- Great Eastern Entertainment; stationery, socks, cosplay, kitchen ware

TOYS



APPAREL AND ACCESSORIES



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BRAND OVERVIEW:

Nestled in the heart of the Midwest, Bay Tek Entertainment designs and manufactures high-quality, kid-friendly games for Family Entertainment Centers around the world. Founded in 1977, Bay Tek's 40+ years of entertaining titles run the gamut from Big Bass Wheel to Dizzy Chicken to Pull My Finger to Skee-Ball.

PROPERTY HIGHLIGHTS:

- Over 100 colorful titles available, complete with lively characters and play patterns
- Pull my Finger has been reinterpreted as an ultra-popular board game by Jakks Pacific
- Big Bass Wheel is one of the best selling redemption games of all time, its wheel family of games grossing over \$100M in sales
- Willy Crash features a complimentary mobile app game
- A complete Brand Vault is available upon request



BRAND ATTRIBUTES:

- Rich history of family fun and honest values
- Fun, Family-friendly with global footprint
- Skill-based only games

CATEGORIES AVAILABLE:

Outdoor, party goods, beach & pool accessories, stationary, novelty items

TARGET MARKET:

Kids from 5 to 105!

RECENT AWARDS:

2019 – AMOA Innovative Product of the Year,
Connect 4 Hoops

2019 – IAAPA Best New Product, Connect 4 Hoops

2019 – Chuck E. Cheese Vendor of the Year

2018 – Larry Treankler, founder & shareholder – AAMA
Lifetime Achievement Award

2017 & 2018 – AAMA Manufacturer of the Year

2021 – IAAPA Best Redemption Game, Axe Master

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ARCADE TITLES



APPS AND HOME GAMES



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BRAND OVERVIEW:

A creation of Chip and Lennon Cole, Cryptid Café is the first game released by Squatchy Games. Not only did Chip Cole work on the game design, but has provided all of the colorful, attention-grabbing artwork.

It's the start of your shift and customers are already waiting so jump right in as the lines are getting longer and the food is getting cold! Welcome to the Cryptid Café, where a wide variety of guests with different appetites come to eat. Here you will find wendigos, chupacabras, yetis, sea monsters, and more, each ready and waiting with their order in mind. In Cryptid Cafe, players take on the roles of lead servers and compete to serve the most diners while also earning the most tips by the end of the shift.

PROPERTY HIGHLIGHTS:

- A game of imagination and learning.
- Fully funded through Kickstarter
- Coming to consumers this Fall



CRYPTID CAFÉ

BRAND ATTRIBUTES:

- Charming: Charismatic, likeable, fun to hang out with, delightful.
- Prismatic: Colorful, bright, artistic, eye-catching.
- Whimsical: Eccentric, playful, fantastical, unusual.

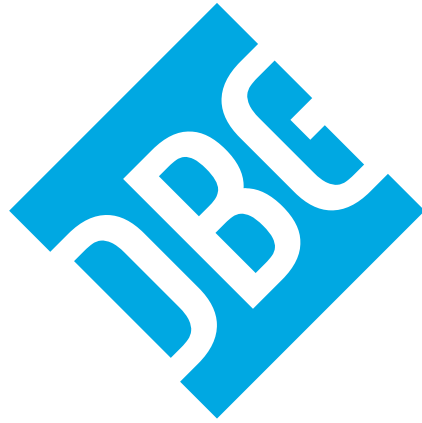
TARGET MARKET:

- Cryptid fans worldwide, from the Sasquatch to the Loch Ness Monster.
- Sci-Fi and Fantasy fans seeking escape from the ordinary and a community in which to be themselves.
- Families seeking new and different games to play together.

CATEGORIES AVAILABLE:

All





DIMENSIONAL BRANDING GROUP

A DIVISION OF BAY TEK ENTERTAINMENT



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