



## DIMENSIONAL BRANDING GROUP

A DIVISION OF BAY TEK ENTERTAINMENT



OUR BRANDS

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## 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 essences which includes:

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

## OUR VALUES

- ◆ FUN
- ◆ INNOVATION
- ◆ LEADERSHIP
- ◆ TRUST
- ◆ EXCELLENCE
- ◆ RESPECT

## 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.



## 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
- Skee-Ball was inducted into the Arcade Game Hall of Fame in 2023



## BRAND ATTRIBUTES:

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

## CATEGORIES AVAILABLE:

Outdoor, homewares, beach & pool accessories, stationery, novelty items, & apparel

## TARGET MARKET:

Fun-loving young adults and families of all ages



## CURRENT LICENSEES:

- |                 |                       |
|-----------------|-----------------------|
| • Alchemy 3     | • Ocean Media         |
| • Buffalo Games | • Trau & Loevner      |
| • Basic Fun     | • EastPoint Sports    |
| • Running Press | • Design Works Gaming |
| • Fly Bar       | • Everi               |



## TOYS



## VIDEO GAMES AND APPS



## LOTTERY



## APPAREL





## 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, Overtime, and Dude Perfect
- Top in its category on Amazon.com and Walmart



## 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

## CATEGORIES AVAILABLE:

Apps, interactive, accessories, stationery, apparel, tailgate and sporting goods

## TARGET MARKET:

Families and sports enthusiasts

## CURRENT LICENSEES:

- Basic Fun
- Alchemy 3
- Design Works Gaming
- EastPoint Sports
- Trau & Loevner
- Everi



## TOYS



## APPAREL AND SPORTS EQUIPMENT



## LOTTERY



## 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, & 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
- #2 most popular Licensed Plush brand at Aurora World, Inc



## 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

## CATEGORIES AVAILABLE:

Homewares, high fashion apparel, stationary, party goods, digital goods, health and beauty, food and drink, gaming accessories/chairs, toys and collectables

## TARGET MARKET:

Pop-culture fans, kawaii enthusiasts, cat lovers, gamers, pre-teens, young adults!



## CURRENT LICENSEES:

- Aurora
- Bare Tree Media
- What's Your Passion
- Goodie Two Sleeves
- Great Eastern Entertainment
- Bioworld
- Inked Gaming



## TOYS



## APPAREL AND ACCESSORIES



## 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 - IAPPA Best Redemption Game, Axe Master



## ARCADE TITLES



## APPS AND HOME GAMES





## 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

# CRYPTID CAFÉ

## BRAND ATTRIBUTES:

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

## CATEGORIES AVAILABLE:

All

## 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.



CRYPTID CAFE

A GAME OF LEGENDARY APPETITES

CRYPTID CAFE

DESIGNED BY  
LENNON & CHIP COLE

SQUATCHY GAMES





## BRAND OVERVIEW:

*Congratulations! You're the unexpected owner of an abandoned arcade, and it's up to you to convert this dilapidated building into a thriving business. With incredible tools at your disposal and a wide variety of materials, furniture, and decorations, you will restore, customize and expand your venue, revealing the forgotten secrets of this mysterious old building...*

Arcade Legend is an immersive virtual reality (VR) arcade game that transports players into a thrilling world of classic and modern arcade gameplay. Combining cutting-edge technology with nostalgic arcade elements to provide an unparalleled gaming experience. With single and multiplayer options, you can choose to play with top gamers across the globe or settle in for a solo game night experiencing your favorite arcade games in a whole new way!

## PROPERTY HIGHLIGHTS:

- Launching arcade expansion packs over 2023 including several popular Bay Tek Entertainment titles and a Skee-Ball expansion pack with 3 different models of Skee-Ball.
- Rated 4.1 stars on Meta

# ARCADE LEGEND

## BRAND ATTRIBUTES:

- Innovative experience with the growing popularity of VR
- Social elements, allowing players to “travel” to other arcades.

## TARGET MARKET:

- Tech and arcade game lovers
- Families who are ready to level up game night





## OUR PEOPLE



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