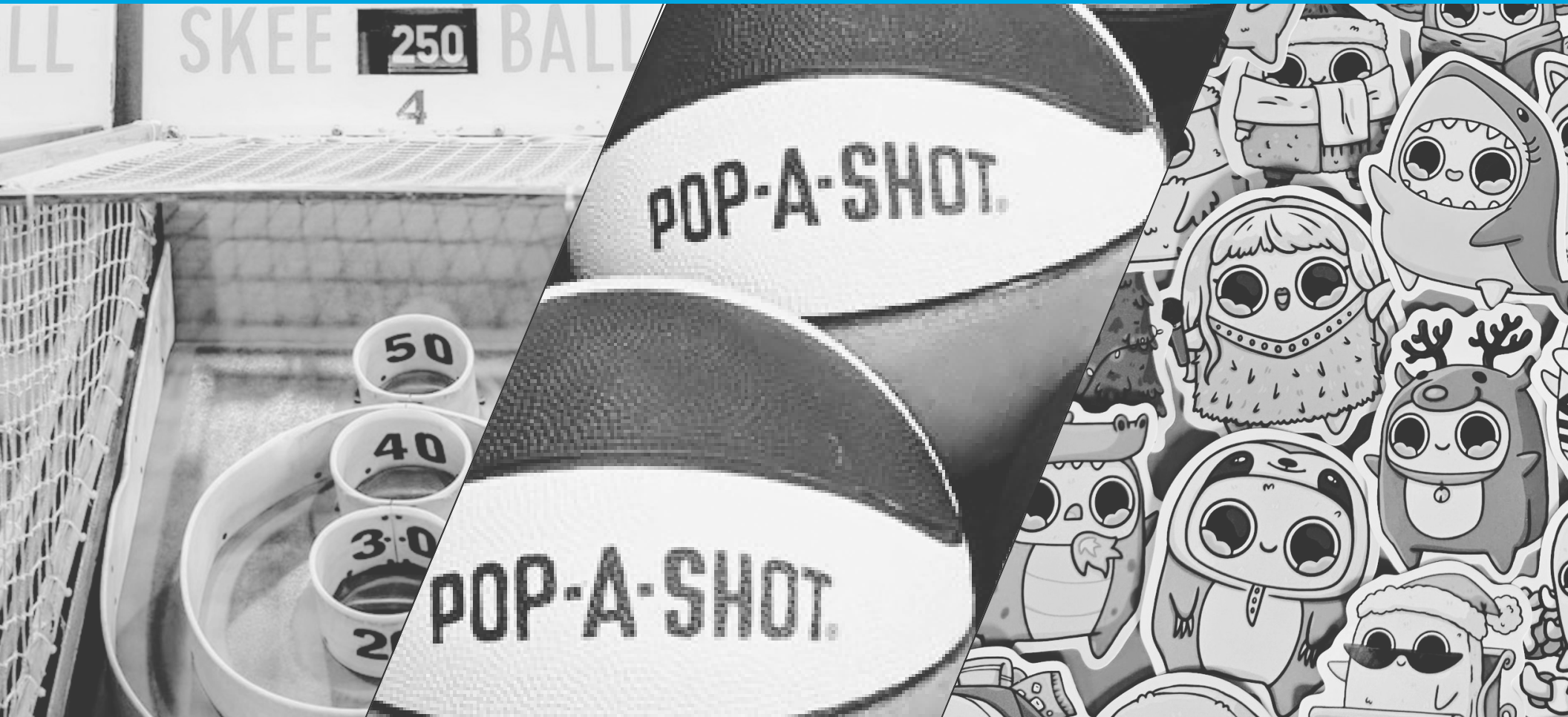




DIMENSIONAL BRANDING GROUP

2024 Brand Deck



DIMENSIONAL BRANDING GROUP

A DIVISION OF BAY TEK ENTERTAINMENT

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

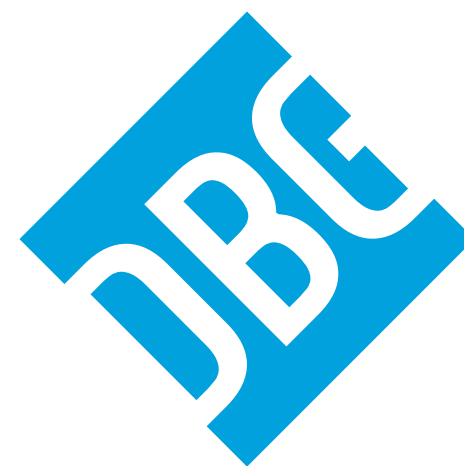
- 1** To make a positive difference on the lives of our clients, licensors and licensees
- 2** To operate a successful licensing agency so we can give back 10% of our profits to our community
- 3** To use and share our expertise to create new revenue streams and increase brand awareness on behalf of 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 |
| • Fly Bar | • Gaming 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
- Trau & Loevner
- Everi

Toys and games



Apparel and sports equipment



Lottery



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

Arcade Titles



Apps and Home 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

ARCAD 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



Brand overview:

Sad Nuggie, the beloved chicken nugget character, emerged onto the scene on August 1st, 2022, capturing the hearts of people worldwide. With a mission to spread joy, laughter, and support, Sad Nuggie has become an iconic figure in the digital realm, offering solace and entertainment to individuals of all ages.

Sad Nuggie's repertoire spans across various mediums, including gifs, memes, comics, and an array of merchandise. From adorable plush toys to quirky apparel, Sad Nuggie's product line exudes charm and whimsy, reflecting its unique character and message. Beyond entertainment, Sad Nuggie is committed to social responsibility, particularly in mental health advocacy.. Sad Nuggie continues to leave an indelible mark on the hearts of millions worldwide.

Property highlights:

- Garnered over two MILLION followers over 6 social media platforms in less than 12 months with over 350 million views on their GIPHY collection alone.
- Collaborated with notable brands like Baldur's Gate and pop singer icon, SIA.



Brand attributes:

- Trendy property with a focus on giving back to their community, helping several different charities from mental health advocates to humanitarian efforts.
- Known for its offbeat and quirky personality, Sad Nuggie appeals to consumers who enjoy unique and unconventional brands.

Target market:

- Young adults who are into pop-culture trends and self-care enthusiasts
- Creatives who appreciate humor and advocacy



Facebook
281K



TikTok
1.1M



Instagram
718K



Spotify
400K

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