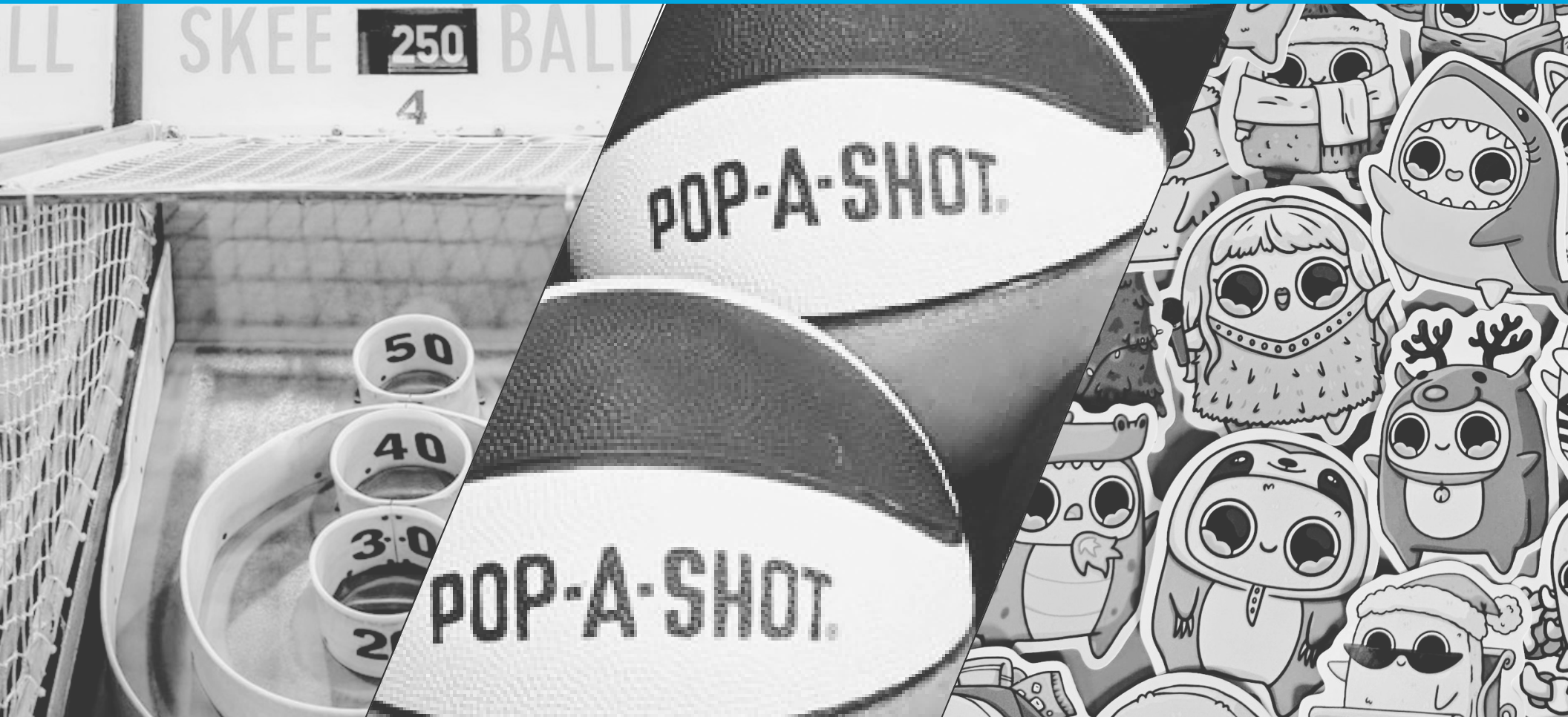




DIMENSIONAL BRANDING GROUP

2024 Brand Deck



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 Management

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 Voice
- Brand Attributes

CONSULTING

Our robust network helps streamline the licensing process for manufacturers and licensors. We offer:

- Strategic Portfolio Review
- Prospective Licensee Evaluation
- Negotiation Facilitation
- In-bound Licensing

OUR FOUNDATIONAL PRINCIPLES



DIMENSIONAL BRANDING GROUP

A DIVISION OF BAY TEK ENTERTAINMENT



HISTORY

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 a focus on entertainment, gaming, and character brands.



CLIENT FOCUSED

We put the spotlight on our clients and embrace the "creative nerd" in us all. From hot pop-culture brands to nostalgic favorites, fun is at the core of what we do. Let's work together to bring your brand to the next dimension!

THE VILLAGE

We are part of the Village of Companies, a multi-faceted group of organizations under the same ownership that believes that together we do great things.



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
- Buffalo Games
- Basic Fun
- Running Press
- Fly Bar
- Ocean Media
- Trau & Loevner
- EastPoint Sports
- Design Works Gaming
- Everi
- Well Played Toys

Toys and Games



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



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
- Trau & Loevner
- Alchemy 3
- Everi
- Design Works Gaming
- Streaker Sports

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 unique play patterns
- 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
- Licensing-In titles are available for select games



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, home décor, stationary, novelty items

Target market:

Kids from 5 to 105!

Recent Awards:

2017 & 2018 – AAMA Manufacturer of the Year
2018 - Larry Treankler, founder & shareholder - AAMA Lifetime Achievement Award
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
2021 - IAPPA 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 offers an exciting VR arcade game experience, blending classic and modern gameplay in a thrilling virtual world. It combines advanced tech with nostalgic arcade features for an unmatched gaming adventure. Whether you prefer playing alone or with others worldwide, you can enjoy your favorite arcade games like never before, either solo or in multiplayer mode.

Property highlights:

- Launched several arcade expansion packs 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.



Categories available:

Apparel, novelty, gaming accessories



Target market:

Tech and arcade game lovers

Families who are ready to level up game night



Brand overview:

Sad Nuggie, a cherished chicken nugget character, debuted on August 1st, 2022, quickly winning global affection. 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.

The product line, including plush toys and apparel, embodies charm and whimsy, reflecting Sad Nuggie's distinct character and message. In addition to its entertainment role, Sad Nuggie is actively involved in mental health advocacy, leaving a lasting impact on 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:

Sad Nuggie is a stylish property that cares about its community, supporting various charities including mental health and humanitarian causes. Its unique and quirky vibe attracts consumers who love unconventional brands.

Categories available:

Plush, toys and games, apparel, collectibles, stationary, homewares

Target market:

Young adults who are interested in pop-culture trends, self-care, humor, and advocacy, as well as being creative enthusiasts



Facebook
400K



TikTok
1.2M



Instagram
797K



Spotify
400K



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