

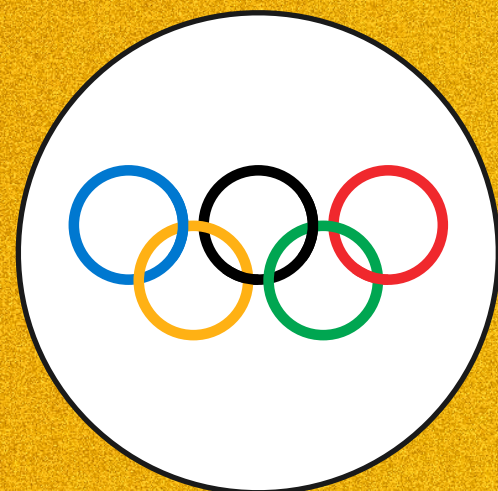
# SHAREABILITY

The company YouTube hires to do YouTube.

Co-creators of the  
YouTube Influencer  
Center of Excellence



YouTube's lead partner  
for strategy and  
influencer initiatives



The Olympics



Taylor Swift



NFL



Beyonce



PGA



Dua Lipa



Formula One

# PROOF OF CONCEPT

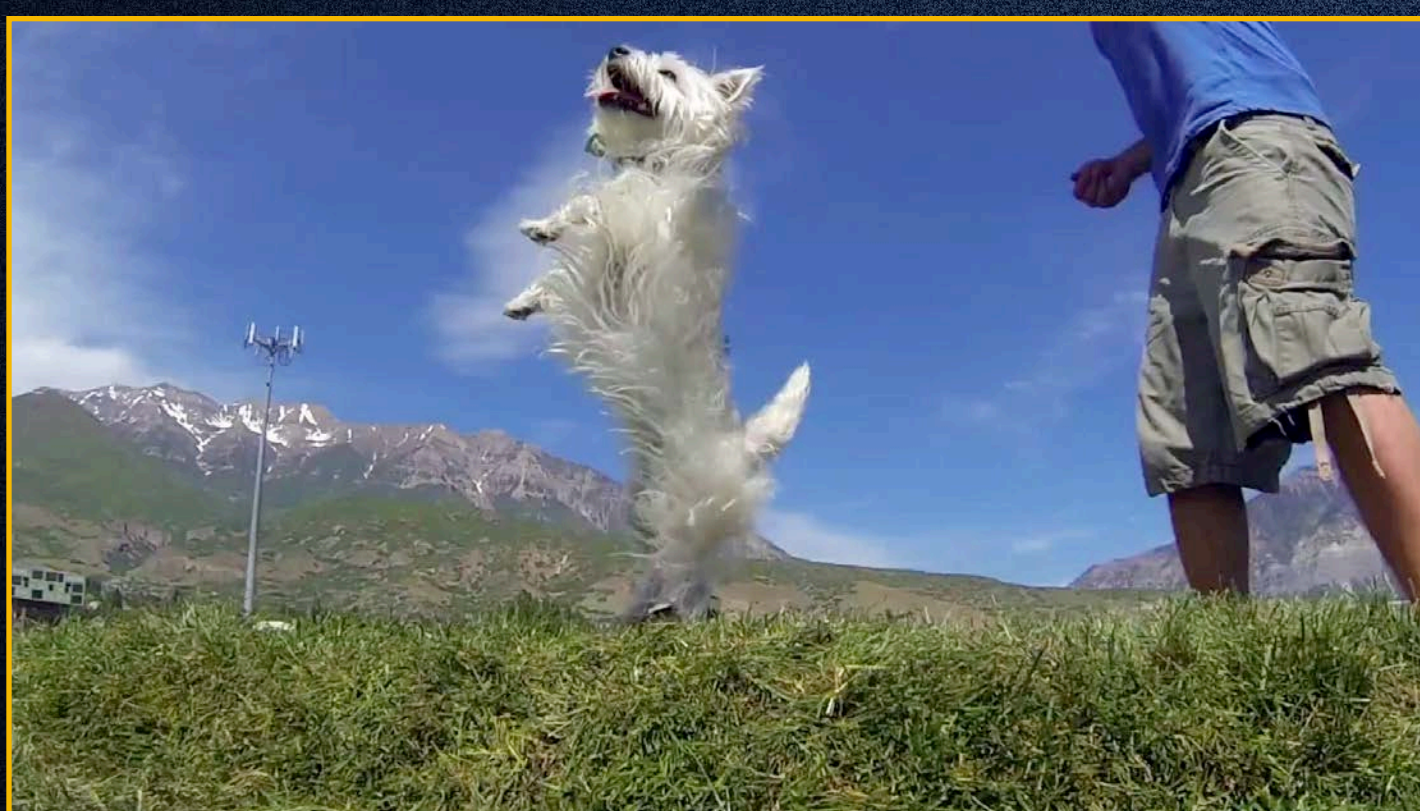
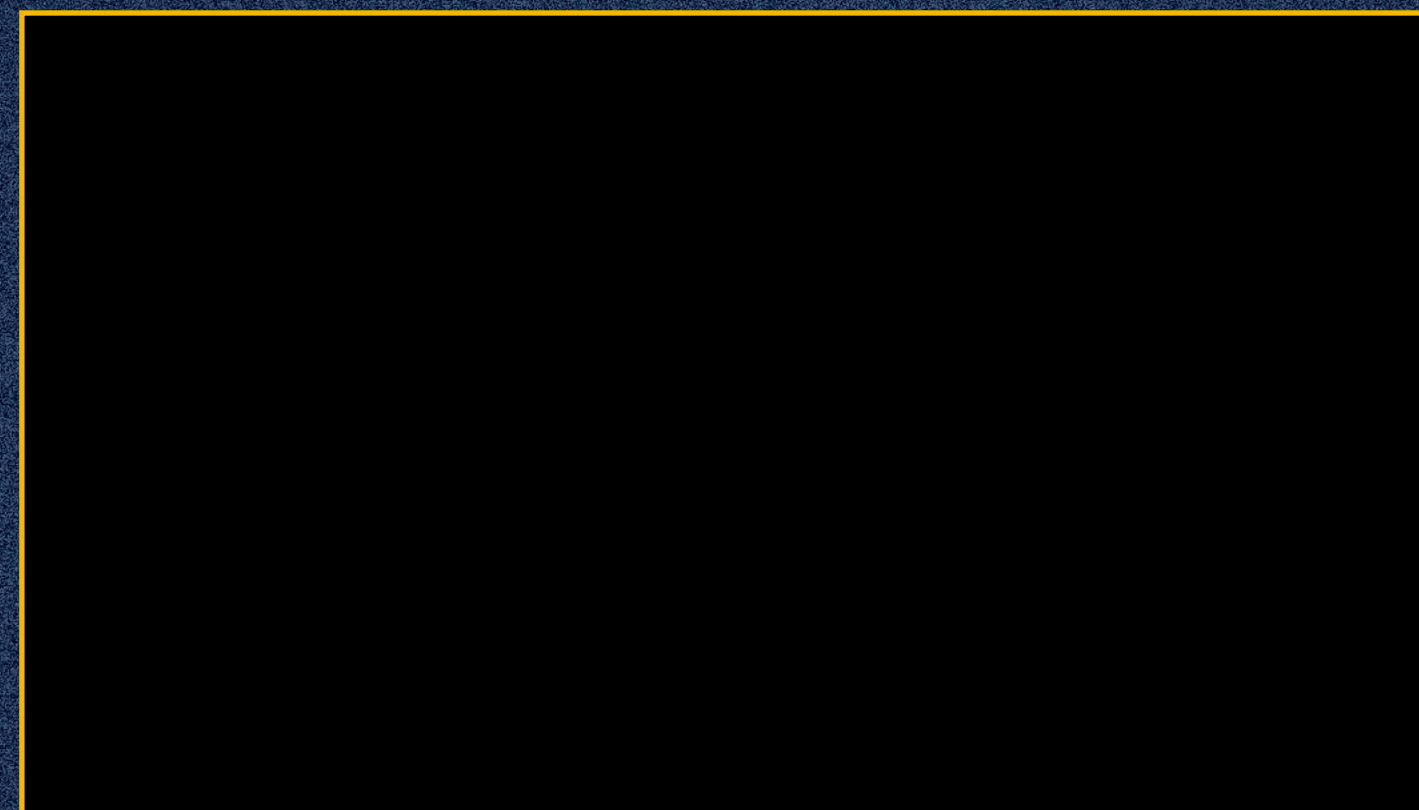
Helped launch a pet food brand from unknown to IPO.

**500M+**  
Views

**3000%**  
Store locator traffic

**200%**  
Business growth

**\$156M**  
IPO



# Sports



# Dogs

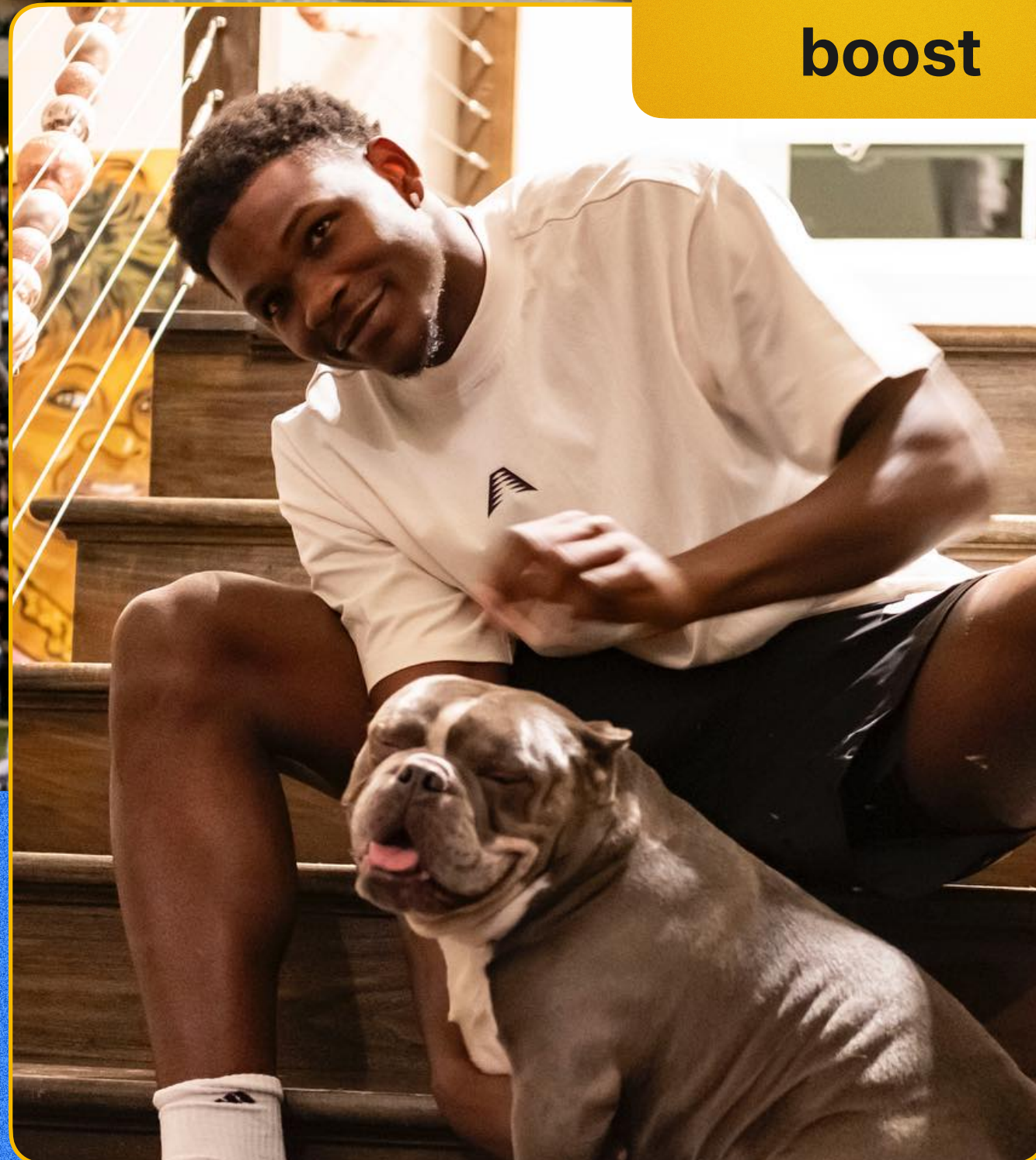


# WHY DOGS?

Dogs are already woven into sports culture.

And they are internet gold.

**+40%**  
boost



**Anthony Edwards**  
NBA All-Star

**+100%**  
boost

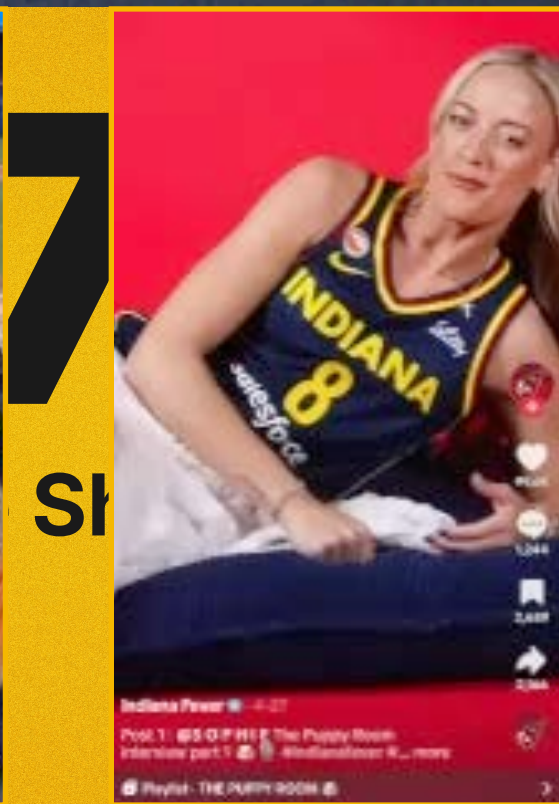
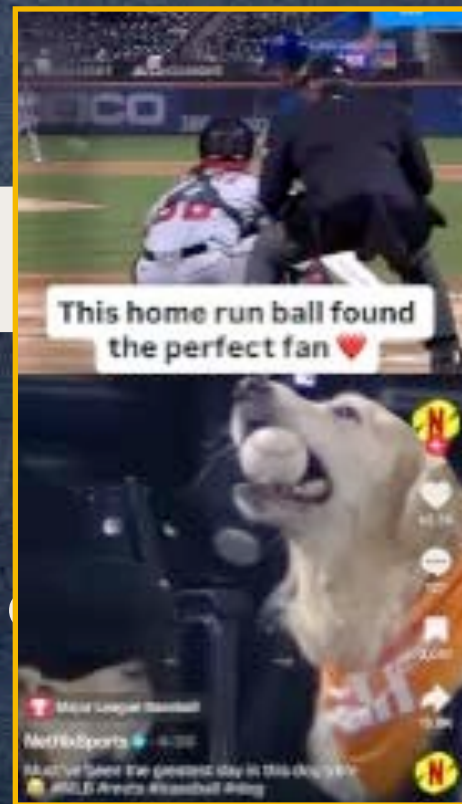
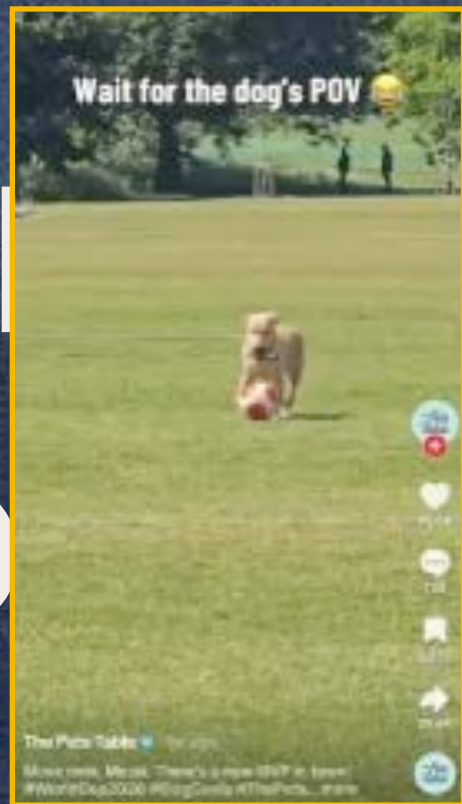
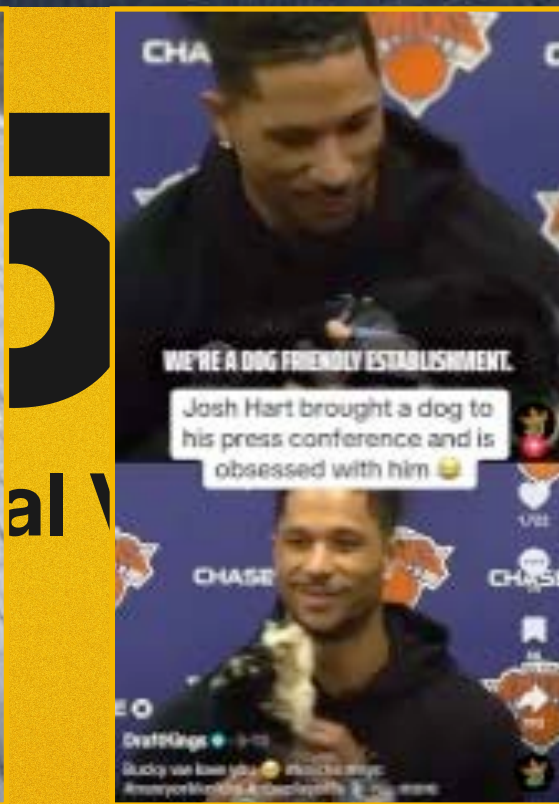
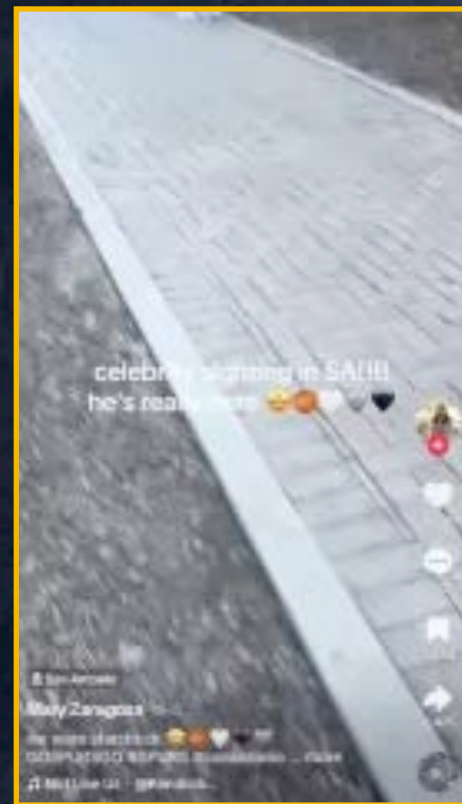


**Fernando Mendoza**  
Heisman winner, #1 draft pick

**+154%**  
boost



**Kirk Herbstreit**  
Football Sportscaster





*Introducing*

# **DOG PERFECT**



**Sports + Dogs**

*Brought to you by Dude Perfect*



# POTENTIAL COLLABS

## Personalities



Caitlin Clark



Kirk Herbstreit



Simone Biles



Patrick Mahomes



Joe Burrow



Shohei Ohtani



Anthony Edwards



Josh Allen



Bo Nix



Sophie Cunningham



Serena Williams



Baker Mayfield

## Organizations



College Football



NFL



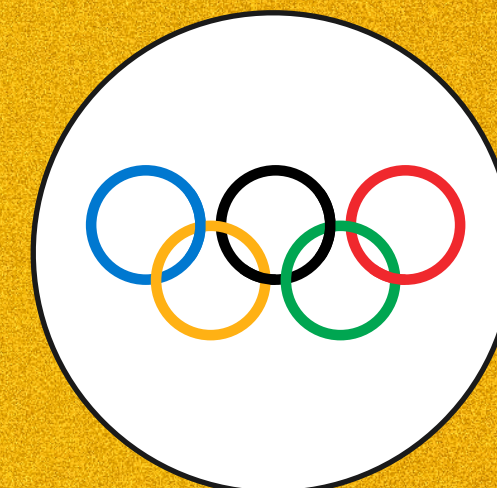
NBA



PGA



MLB



The Olympics

# THE DOG PERFECT FLYWHEEL



# CREATIVE FORMATS

UGC and clips build the volume.  
The formats we own build the brand.

**What's our studio engine?**

*The recurring show  
at the heart of it all.*

**DogsCenter**



**What's our personality play?**

*The biggest names in  
sports, and their dogs.*

**Off Leash**



**How do The Dudes play?**

*They don't.  
Unless they want to.*

**Dudes React**



# DOGSCENTER



TOP DOGS OF THE WEEK



# DOGSCENTER

## Guest segments



# DOGSCENTER

Testing ground



# DOGSCENTER



A man in a purple plaid suit jacket, white shirt, and dark tie is crouching on a green football field, smiling and petting a golden retriever. The dog is wearing a light blue collar and a matching leash. The background shows a large stadium filled with spectators under a bright blue sky with a sun flare in the top left. The scene is decorated with various graphic elements: a white outline of a dog's head at the top center, several yellow and white stars, and white motion lines. On the left, the words "OFF LEASH" are written in large, bold, distressed letters. "OFF" is white with a blue outline, and "LEASH" is yellow with a blue outline. Below this, a white banner with a blue border contains the text "WITH PETER HERBSTREIT" in blue, bold, sans-serif capital letters. There are also several paw print icons: a blue one at the bottom left, a white one at the bottom center, and a blue one on the right side.

# OFF LEASH

WITH PETER HERBSTREIT





Dog Perfect @dogperfect • 62.3M subscribers • 578 videos Dogs. Sports. Obviously. dogperfect.com and 4 more links

Subscribe

Home Videos Shorts Playlists Posts

Off Leash – With Peter Herbstreit Play all

No rules. No limits. No leash. Peter goes where cameras normally don't. Locker rooms, training facilities, family homes. One dog, all access.



Peter sniffs his way all around Ohio State | Off Leash Dog Perfect 6M views • 1 week ago CC



Peter takes on Death Valley. The bayou goes wild. | Off Leash Dog Perfect 15M views • 2 weeks ago CC



Peter finds his people on Rocky Top. | Off Leash Dog Perfect 23M views • 3 weeks ago CC



Peter meets Reveille, and causes a diplomatic incident. | Off Leash Dog Perfect 31M views • 1 month ago CC



Peter storms the Hedges, and the Dawgs go crazy. | Off Leash Dog Perfect 14M views • 1 month ago CC



Peter hits the U, and South Beach will never be the same. | Off Leash Dog Perfect 19M views • 1 month ago CC

# ALWAYS-ON

Year-round programming, with major sports moments helping shape the cadence.



# THE DOG PERFECT FLYWHEEL

**Products**

**Content**

**Experiences**

**Brands**

**Film & TV**





# dp DOG PERFECT

## FOR DOGS WHO LOVE BALL

FOOD • TOYS • GEAR • LEAGUE COLLECTIONS



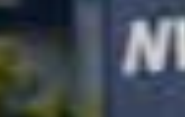
OFFICIAL SPORTS DOG PRODUCTS PLATFORM





# DOG PERFECT FIELD DAY

Where the dogs of sports come to play





# BALL DOGS

EVERY TEAM HAS A DOG.

A HIDDEN WORLD  
OF DOGS PROTECTING  
THE CHAOS, HEART  
AND MAGIC OF SPORTS.



#### EVERY TEAM.

Every league.  
Every sport.



#### EVERY DOG.

Unique look.  
Unique personality.  
True to their team.



#### EVERY STADIUM.

Hidden dog guardians.  
Behind the scenes.  
Protecting the soul  
of sports.



#### MOVIE & SERIES.

Ball Dogs launches  
the mythology.  
Stadium Dogs tells  
their stories.



#### TOYS. MERCH.

Collectible characters.  
Team gear.  
For dogs who  
love ball.



#### REAL WORLD CONNECTIONS.

Teams. Athletes.  
Mascots. Leagues.  
Fans.

# THE DOG PERFECT FLYWHEEL

## Products

Dog Food | Dog Health | Team Gear



## Content

Studio | Personality | Dudes



## Experiences

Integrations | Events | Brick & Mortar



## Brands

Partnerships | Sponsorships | Ad Revenue



## Film & TV

Owned Formats | Licensing | Owned IP



# THE PARTNERSHIP

Dude Perfect owns and launches

Shareability builds and operates

Kirk and Peter prove it works

**Kirk & Peter**

*Founding content partners*

First face of the brand

Proof it works

**Dude Perfect**

*The platform*

Launch power

Audience & promotion

Brand halo



**Shareability**

*The engine*

Strategy & architecture

Format R&D

Build & operate

# NEXT STEPS

## **From Shareability**

Align on the vision

Get The Dudes excited

## **Together**

Venture structure & capital

Calendar and launch

## **Start now**

First formats

Selling brand partnerships



*Introducing*

# DOG PERFECT



**Sports + Dogs**

*Brought to you by Dude Perfect*