



The Movie *Dogs! Waiting to Be Loved* Will Connect Your Brand to the \$2.5 Trillion Millennial Market



WAITING TO BE LOVED



Created by Victoria Larimore

Reach Audience of Millennials with Purchasing Power

Extended Reach

Marketing through a wide range of traditional and digital media platforms will reach Millennials

Multimedia Campaigns

Including television, radio, print and digital platforms

Drive Sales and Traffic

Grow your customer base, increase brand awareness and loyalty among Millennials to generate more engagement

Access-to-Audience

Email marketing, social media, blogging, video marketing, podcast and press releases

76% of millennials own pets. That's 37 million Americans.

Dogs Waiting to Be Loved, LLC
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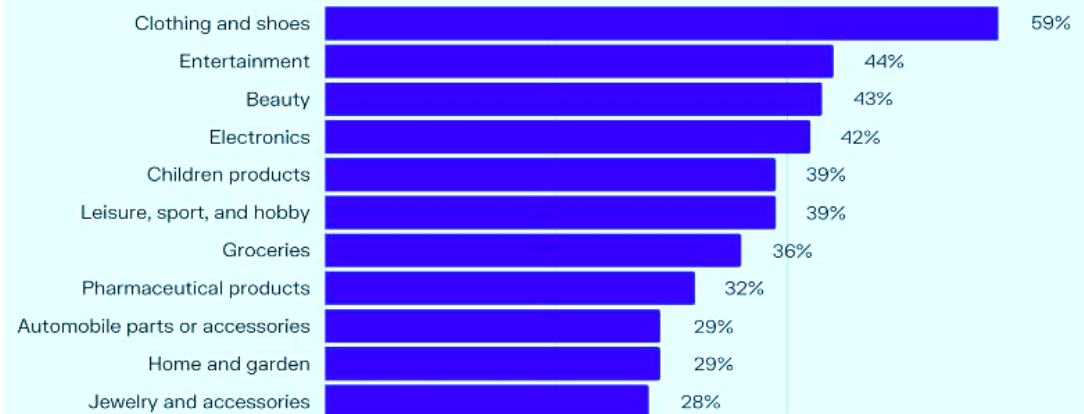


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REALLY? MILLENNIALS ARE A \$2.5 TRILLION MARKET?



What Do Millennials Buy Online?



Millennials Spend Their Money On (Yearly)

- Housing: \$26,241
- Apparel: \$1,950
- Average net worth: \$127,793
- Personal insurance/pensions: \$10,402
- Groceries: \$2,242
- Average debt: \$78,396
- Transportation: \$13,128
- Dining out: \$1,672
- Average income: \$58,628



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DEMOGRAPHICS OF MILLENNIALS WITH PURCHASING POWER



MEET LIAM & NICOLE

PARENTS ▪ PET GUARDIANS ▪ CONNECTORS

AGE: 35

CAREER: SALES (LIAM); ACADEMIA (NICOLE)

MOTIVATIONS: BALANCING CAREERS AND FAMILY LIFE

PET GUARDIANS: BUY PREMIUM PET BRANDS

INTERESTS: ENTERTAINMENT, RECREATION, FAMILY TIME

PAIN POINTS: COST OF LIVING, CAREER/FAMILY BALANCE

LOYALTY: TO BRANDS THEY'VE PURCHASED; PREFER SOCIALLY RESPONSIBLE BRANDS

VALUES: UNIQUE EXPERIENCES, AUTHENTICITY, SOCIAL RESPONSIBILITY & SUSTAINABILITY

BUYING HABITS: PREFER SHOPPING ONLINE AND BUY FROM COMPANIES WHO ALIGN WITH THEIR VALUES

ENTERTAINMENT: FAMILY-FRIENDLY

CONNECTORS: RECEPTIVE TO WORD-OF-MOUTH

SOCIAL MEDIA: TIKTOK, YOUTUBE, FACEBOOK, WHATSAPP

INFLUENCES: ONLINE ADVERTISING, SOCIAL MEDIA, CONVENIENCE, AUTHENTICITY

Goals for Sponsors

Educate Millennials and organizations about your products and services

Increase your **brand awareness and loyalty**

Grow your **customer base and** drive your **traffic and sales**



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TOP FOUR WAYS *DOGS! WAITING TO BE LOVED* DELIVERS THE ROBUST MILLENNIAL MARKET

- 1) **The amount spent on pets in the U.S. increased by 51.16%-- to \$136.8 billion.** 66% of U.S. households (86.9 million homes) own a pet, says the American Pet Products Association, and **Millennials make up the largest percentage of current pet owners (33%),** followed by Gen X (25%) and Baby Boomers (24%).
- 2) The **vast majority of Millennials either have a “human” child or a “fur baby” OR BOTH,** and as our film offers **family-friendly entertainment featuring dogs, we hit both audiences!** Pew Research Center found that **nearly all pet parents (97%) consider their pets a member of their family.** 33% post about their pets on social media as much and as often as their human family! Realtor.com reports that **their dogs are so important that 72% of prospective home buyers with pets would pass on their dream home if it didn’t accommodate their fur babies.**
- 3) **Millennials follow Social Media; they’re impacted by Influencers and Celebrity spokespeople.** *Dogs! Waiting to Be Loved* has **already reached thousands, hitting 160,000 views.** We’ve begun creating a grassroots network of dog owners, rescue and shelter groups, etc., to **generate and build continuing interest.** The movie has already identified 100 celebrities from sports heroes like Tom Brady to Oscar-winning actor Hillary Swank, who has her own dog charity and has already engaged with the film.
- 4) **Consumers in general, but Millennials in particular, are more informed in today’s “digitized” environment and are much more inclined to buy a product or service if it helps a good cause.** Consumers tend to engage better with socially responsible businesses; **superior brand imaging gains consumer trust.** Since a portion of the proceeds from our film and related soundtrack and merchandise supports dog-related charity Best Friends, *DOGS! Waiting to Be Loved* fulfills that need.





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ALL ABOUT THE MOVIE *DOGS! WAITING TO BE LOVED*

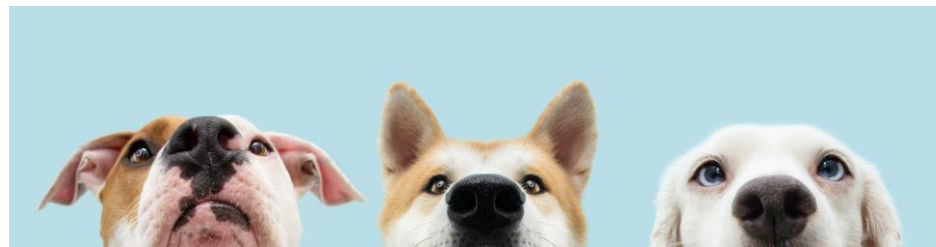
***DOGS! Waiting to Be Loved* is a Family-Friendly Live Action Film with an Uplifting Story.**

***DOGS!* is a family-friendly live-action film** in the tradition of Beverly Hills Chihuahua, where the dogs are the stars. **Featuring original songs by Broadway composer Norman Thalheimer and Grammy-winning songwriter/ producer Charlie Midnight, *DOGS!* offers an uplifting story for the entire family.**

Set in a rescue shelter, the movie is told from the dogs' point of view. The film opens as they are getting ready for their "big audition" – Adoption Day when folks tour the facility to pick out a pet. The dogs have mixed emotions about the day.

Will they be lucky, chosen to live in a real home and be loved, or will they end up as the next dog to be "put down" merely because no one cares?

***Dogs! Waiting to Be Loved* offers an opportunity for companies to build brand awareness** and a relationship with Millennials at the outset, and an unparalleled chance to build customer loyalty among pet-oriented Millennials.



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WHY PARTNER WITH *DOGS! WAITING TO BE LOVED*?

Measurable Engagement

Dogs! Waiting to Be Loved measures engagement and activation, and **creates customized campaigns**

Promotional opportunities include pre-marketing, on-site and follow-up campaigns

Interactive Contests to promote your brand

Media and Extended Reach

Multi-media campaign includes television, radio, strategic alliances, videos and blogs

Online marketing campaign through a variety of media outlets

Social media presence on various platforms such as Facebook, Instagram, and X (Twitter)

Email marketing and follow-up

Celebrity marketing

Press releases and articles

Product Integrations and product placement

Online and Digital Marketing

Video and mobile marketing campaigns



TOP 10 REASONS TO SPONSOR

DOGS! WAITING TO BE LOVED

Drive Sales to Millennials with spending power.

Reach the \$2.5 trillion market of Millennials

Boost Brand Awareness and Loyalty through product placements, signage, company representatives, traditional and digital media

Media Tour for *Dogs! Waiting to Be Loved* will provide measurable engagement for your brand

Access-to-Audience through email marketing, masterclasses, social media, videos, blogging and mobile marketing

Increase your media presence and exposure

Contests and Rewards to Provide Engagement through multimedia campaigns, including a variety of digital media

Victoria Larimore as spokesperson for your brand

Cause-Marketing Benefits through the support of flagship non-profit Best Friends Animal Society

Award Presentation as you receive the “Making a Difference



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SPONSOR BENEFITS

- **Branding** to the **\$2.5 trillion market** of Millennials
- **Multi-media campaigns** including television, radio, podcast, print and digital platforms
- **Social media marketing** through various platforms such as Facebook, Instagram, and X
- **Increase brand awareness** to Millennials with tremendous consumer needs
- **Customized contests, branding and multi-media** for maximum engagement
- **Meet and Greet**s at live events
- **Interactive benefits**: Name attached to promotions, articles and marketing
- **Advertising** includes a variety of highly engaging traditional and digital media
- **Celebrity marketing**
- **Hyperlink, logo** and message on official website
- **Dedicated campaigns** with pre-marketing and follow-up promotion
- **Product integrations** and product media
- **Enhance your cause-related marketing** through flagship nonprofit Best Friends Animal Society



MEDIA





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ULTIMATE MARKETING PLAN

- ***Dogs! Waiting to Be Loved* Media and celebrity marketing**
- Customized interactive **contests**
- **Extended reach** through **social media: Facebook, Instagram, and X (Twitter)**
- **Email** marketing to loyal fans
- **Podcast, blogs and mobile** marketing
- **Newspaper** and magazine articles
- **Celebrity marketing**
- **Press releases** and articles
- **Radio** interviews, advertising and speaking
- **Television appearances**



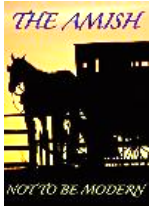
SPONSORS & CLIENTS INCLUDE





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TESTIMONIALS & REVIEWS



“Beautifully filmed and sensitive... an extraordinary achievement.”

Chicago Tribune – Review of The Amish: Not to Be Modern by Victoria Larimore

“Deft, hilarious, and at times, biting irony...this works brilliantly.”

LA critics about the comedy Sawn in Half, co-written and directed by Victoria Larimore

“Thoughtful, imaginatively done... has become a national phenomenon since its release.”

Cleveland Plain Dealer – Review of The Amish: Not to Be Modern



“Hilarious... the music is spellbinding... I left stunned. Fans of hard-boiled detectives will flock to this show, with its super-stylish and smart-mouthed dialogue.”

Los Angeles reviewers – Review of Wicked City Blues by Norman Thalheimer

“Awarded Ten Best Plays of the Year in Utah...a snappy, sassy and thoroughly enjoyable send-up of the 'Film Noir' mystery genre, a great ride through the dark streets and glitzy nightclubs of a big city.”

Utah Desert News – Review of Wicked City Blues



“I am grateful to Sal for joining the Council for Educational Change. His work ethic and his diversified professional background in so many areas are second to none. His successful grant writing and reporting allowed the support of over \$4 million for the Council's signature program alone.”

Dr. Elaine Liftin, Ed.D., President and Executive Director – Council for Educational Change by Sal Paniagua

FLAGSHIP NON-PROFIT: BEST FRIENDS



For more than 35 years, Best Friends Animal Society, a 4-star rated charity, has worked to end the killing of innocent animals nationwide by running grassroots programs, including spay/neuter, promoting shelter adoptions, fighting puppy mills and more! The charity also manages the Best Friends Network, comprising thousands of animal welfare organizations, as well as runs the largest no-kill animal sanctuary in the USA.





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SPONSORSHIP: YEAR-LONG MULTI-BENEFITS PACKAGES

Dogs! Waiting to Be Loved gives sponsors a unique opportunity to connect to Millennials with purchasing power.

The following packages are guidelines, and a customized program will be created for each sponsor. All sponsors receive a detailed sponsorship report.

Sponsorship Level	Investment	Benefits	Year-Long Multi-Benefits Packages
Presenting Sponsor	\$100,000 per year	Naming Rights Product Placement International Platform Branding to Audience Visibility Exposure Impressions Connections Engagement Contest Media Surveys Spokesperson's Benefits Dedicated Campaigns	All the benefits of the Forever Home Sponsor plus: • Naming rights as the official presenting sponsor of the movie <i>Dogs! Waiting to Be Loved</i> • National platform through web branding, speaking, contests and traditional media • International platforms • Multimedia national and local campaigns include television, radio, print and digital platforms • Satellite tours • Dedicated press releases promoting your brand • Access-to-database • Dedicated follow-up campaign • Owned areas • 60-second commercials on the show • Victoria Larimore as a spokesperson for your brand
Forever Home Sponsor	\$50,000 per year	Visibility Exposure Impressions Connections Engagement Contest Media Surveys	All the benefits of the Furry Friend Sponsor plus: • Inclusion in marketing campaign consisting of email, videos, blogs, mobile and social media • Dedicated campaigns with pre-marketing and follow-up promotion • "Making a Difference Award" will be presented to the sponsor with media and photo opportunities • Mobile app • Inclusion in the official swag box • Name on blogs • 30-second commercials on the show • Option to provide prize giveaways





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SPONSORSHIP: YEAR-LONG MULTI-BENEFITS PACKAGES (CONTINUED)

Sponsorship Level	Investment	Benefits	Year-Long Multi-Benefits Packages
Furry Friend Sponsor	\$25,000 per year	Visibility Exposure Impressions Connections Engagement Contest Surveys	All the benefits of the Paws for Applause Sponsor plus: • Branding on a national resource list • Customized contest for your company • Press releases to local and national media • Speaking opportunities • Distribution of marketing materials • Push notifications • Hashtag campaigns • On-site sales, sampling and couponing opportunities • Customized surveys
Paws for Applause Sponsor	\$10,000 per year	Visibility Exposure Impressions	• Exhibitor opportunities, signage and your company representatives at the events • Promotion in social media campaigns • Listing in monthly newsletter, calendar, course flyer, and on Sponsor & Donate webpages • Formal "thank-you" • Sponsor logos on course registration or sign-up pages • Logo inclusion in posters and signage • Virtual event bag • Email blast to proprietary database as well as strategic alliances and joint ventures with organizations • Social media mentions on Facebook, Instagram and X (Twitter) • Enhance your cause-related marketing through flagship non-profit Best Friends Animal Society



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\$2.5 Trillion Market of Millennials
Call Now (917) 250-9080**