



2012 MEDIA KIT



**Over 800 people watching a recent
PRACTICE SESSION in St. Louis!!**

***"Dog Sports (significantly) outperform
even NFL Sunday."***

—USA Today

***"Sportsmen and women are one
of the most influential
demographics in this country."***

—Congressional Sportsmen Foundation

***"Big Air Dogs Is The Hottest Property In The
Outdoor Market"***

—Gary Morgenstern, Former Director of ESPN's Outdoor Programming



dockdogs demographics

DockDogs Participant:

54% of participants are Male; 46% of participants are Female
9% are youths 7-14; 12% are 19-28; 54% are 29-49; 25% are 50
and up

Over 75% participate in DockDogs more than 5 times per year
Average HHI \$50 000+

DockDogs Audience:

80% own dogs
Over 74% range age 25 to 54
Over 75% participate in
Outdoor activities more
than 5 times per year

DockDogs by Breeds:

56% are Labrador Retrievers
8% are Mixed Breeds
6% are Golden Retrievers
5% are Herding Breeds
4% are Chesapeake Bay Retrievers
3% are Pointers
12% are Others

***"The outdoor lifestyle
and pet affinity market achieve
sales of over \$80 billion per year.
136.8 million people participate
in outdoors related activities;
more than golf, aerobics and
walking combined!"***

—U.S. Census Bureau



DockDogs® as seen on
ABC, ESPN & Outdoor Channel

dockdogs®

**Your Banners and Branding
belong on our Docks**



What We Do

**3 Competitions Combined to make
One Action Packed,
Family Oriented Show**

Big Air is Where it Started

Think of Big Air® as the long
jump for Dogs

"Big Air Dogs Is The Hottest Property In The Outdoor Market"

--Gary Morgenstern; Former Director of ESPN's Outdoor Programming Over



**"If you build it they will
jump."**

--Ford Gunter, Houston Business Journal

BIG AIR®

- **BIG AIR®** is the original and still most popular DOCKDOGS® competition.
- Each dog and their "Handler" are a competition team and each team competes head-to-head against the other teams to see who can jump the farthest distance.
- Each team is allotted 90 seconds to get the dog down the dock and into the water.
- The Judge will evaluate all jumps electronically using digital video stop-action technology developed by ESPN's MIS Department.
- The official jump distance will be measured, and when it's all said and done, the dog that jumps the farthest takes home the crown!



Then we got Crazier With Extreme Vertical

In the Spring of 2005, **EXTREME VERTICAL®** was officially launched as the second form of DockDogs® competition after initially being developed as a training technique for Big Air®. Just as Big Air® is equivalent to a “Long Jump” for dogs”, **EXTREME VERTICAL®** is the equivalent to a “High Jump” for dogs.

➤ Each team is allowed to use a maximum of 20 feet of the dock surface and is allotted 60 seconds to jump in the air while attempting to remove the “Bumper” from the Extender Arm. If the team misses on the first attempt, they will immediately return to the dock and will be given a second and final attempt to remove the bumper.

➤ For the Preliminary Qualifying Competitions, a “Bumper” is hung from a specially designed Extender Arm and placed 8 feet from the edge of the dock. The Bumper is then placed at the chosen starting height for each team.

➤ Rounds will continue with the bumper being raised in 2 inch increments per round until the dog that jumps the highest takes home the Prize!

And then we went over the top With **Speed Retrieve**

Its All About Speed!

- ❖ The newest form of DockDogs® competition, which was introduced in 2008, has nothing to do with the dogs ability to jump but rather its speed.
- ❖ Similar to Extreme Vertical®, in **SPEED RETRIEVE** each team is allowed to use a maximum of 20 feet of the dock surface and is allotted 60 seconds to get into the water. However, instead of measuring distance or height, each dog is racing against the clock.
- ❖ Upon entering the water, each dog must swim to the end of a 40 foot pool and remove the DockDogs® designated object from a modified Extender Arm in order to complete their timed run.
- ❖ The dog that removes the object the fastest wins and walks home with the prize and more importantly the bragging rights.



But Even That Was Not Enough

Iron Dog



→ The Iron Dog Challenge was invented in an attempt to incorporate all three of the DockDogs® competitions.



→ Competitors in Iron Dog participate in Big Air, Extreme Vertical, and Speed Retrieve at a single event. We compile the best run in all three disciplines for each team and the team with the overall best score wins.



→ Needless to say this competition challenges participants to continuously develop their skill in all three different disciplines, and rewards the boldest, best, and most daring dogs.

Why it Works

DockDogs® is the largest and most diversified presenter of Canine Aquatic Dog Performance Sports in the world.

"They accept everybody here. They cheer for you just the same. There is no pretentious attitude. The world record dog owners will come up and talk to you and coach you."
- The Baltimore Sun

"It's a fantastic, fun day with your dog, and even a child has a chance with a house pet to bring home a prize."
- Luke Zubick, DockDogs® Competitor

👍 If you're looking to get the best attraction and most impressions for your Brand but also more **bang for your buck - look no further!**

👍 DockDogs® is currently the only canine sport that appeals to all humans and their companions. A toy and water always go together!!

👍 No other canine sport is "ZERO" discrimination... any dog, any breed, any size!!!

Want Non-Stop Action?

"Sports audiences are now used to almost continuous action. They don't want to sit on their hands.

DockDogs® understands that, and has streamlined the competition process to eliminate the "down" time, while keeping the interaction between the audience and the human/canine teams on an intimate level."

-Scott Hicken, Television Producer- Echo Entertainment
STIHL Dogs and Logs World Championships

"It's all about having fun with your dog and meeting great people and, at the end of the day, everybody goes home with the greatest dog in the world."

-Scott Whitley, DockDogs® Competitor

DockDogs® events are family affairs—anyone over 7 years of age can compete, as can all types of dogs. A pint-sized Pomeranian was the sentimental favorite of the event I attend, but big dogs ruled the day.

-Mary Lou Baker, Marylandlife.com

Media Exposure

It all started during the first year of the ESPN Great Outdoor Games... when Big Air Dogs were promoted as a “filler” event. It was not expected to be very popular but when the spectators began to number in the thousands and traffic for the event shut down a number of city blocks, it was evident to us that **BIG AIR**® was on the brink of worldwide acclaim. We started running and never looked back.

DockDogs® took a big step when it was featured as one of the top 3 floats in the Chicago Thanksgiving Day Parade. ABC coverage netted over 2.5 million viewers and 350,000 people street side.

DockDogs® events have been featured on ABC, ESPN, The Outdoor Channel and numerous other cable broadcasts.

Over the last 11 years multiple DockDogs® competitors have been featured on a variety of primetime TV shows, including the Late Show with David Letterman, jumping their high flying dogs just outside the studio.



DockDogs® Outperforms the X-Games in Ratings!

1st annual home show draws over 1000 spectators trying to get a seat up front!





DOCKDOG'S JOURNEY

Where We Came From

- 2001: Lake Placid Debut
- 2002: ESPN's GOG Top Rated sport
- 2004: 40 plus Qualifying events and the inception of the first "Elite" DockDogs® Championship Series
- 2005: 60 plus Qualifying events and our first televised DockDogs® Championship Series on ESPN2 rates a cum of 2.16
- 2006: 100 events...13 Club Affiliates and the inaugural World Championships. DockDogs® Website Page earns a rating of 6 out of 10 ... ESPN's website earns an 8 and beats us by only two pts .
- 2007/08 A value of over \$200 million is generated in PR from DockDogs®.

DockDogs® continues to establish the DockDogs® World Championships and the Dogs and Logs Tour as the pinnacles of the sport.

- In 2009/10 alone DockDogs® held over 150 events in 135 cities, including being featured in the World Dog Games in Sydney, Australia.
- We spanned 40 states, covered 8 different time zones, and were represented in 4 countries.
- DockDogs® also evolves to 32 affiliate clubs which can be found across the US and Canada

Where We Stand

- In 2011 alone DockDogs® held over 200 sanctioned events in 151 cities.
- We sett up in 42 states, 4 provinces, and 3 different countries
- DockDogs® also now has 40 affiliate clubs with 11 applications pending which can be found across the US and Canada
- The DockDogs® database currently houses over 18,000 registered teams and counting.

Where We're Going for 2012

- DockDogs is also looking to launch it's new Sanctioned Training Facility in all 50 states.
- DockDogs will extend our canine community as it reaches to Russia and Eastern Europe this year.
- We are currently developing a new and improved, fully integrative/interactive website with interactive PDA friendly mobile apps.
- DockDogs® continues to raise the bar with a goal of over 300 sanctioned events/ functions to be held in the 2012 fiscal year.
- DockDogs will have 3 regional Championships and a New Worlds Championship with a new format to include all DockDogs Divisions.

Choosing a Venue

Where Can We Go?

Just About Anywhere !

A DockDogs® dock and Splash Super Pool can be quickly set up in almost any location, making DockDogs® an ideal attraction for just about any venue.

A pre-existing dock may be used as long as it complies with the DockDogs standards

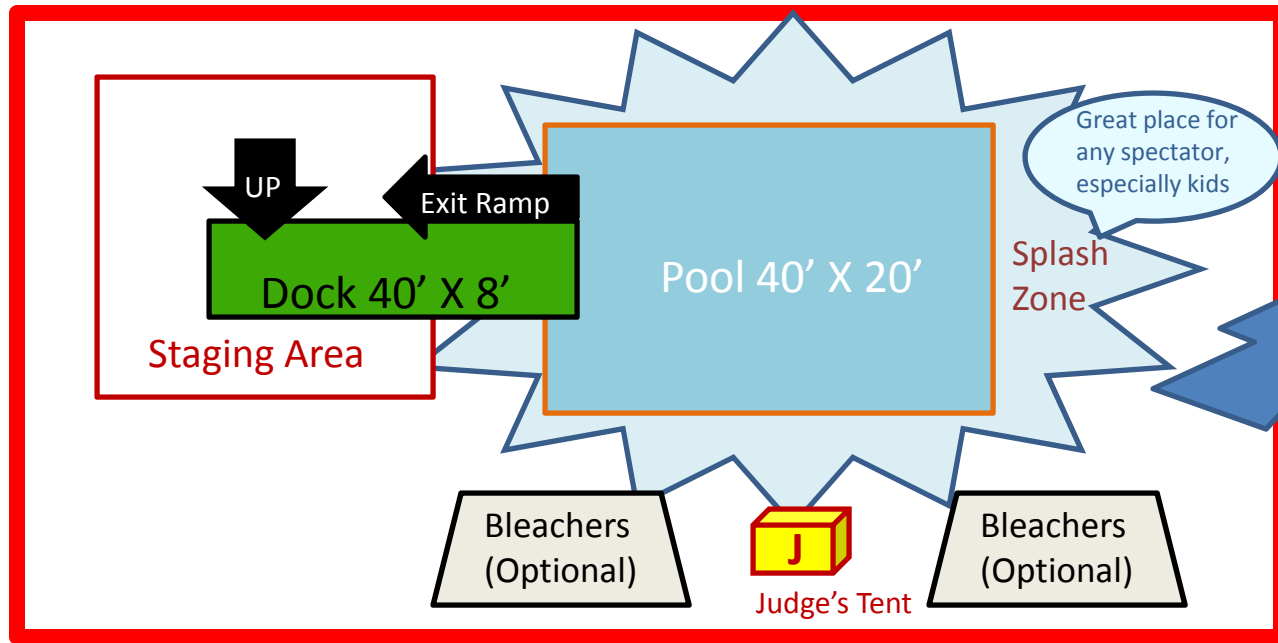
At least 40ft long X 8ft wide, and 24" off the water surface.

The Water must be at least 4 ft deep and free of boat traffic.

Along with the dock and pool all we require is a dry area a minimum of 30ft perpendicular to the pool in order to safely set up our electronics and scoring system.

We've been featured at:

Fairs
Festivals
Hunting & Fishing Shows
Boat Shows
Home Shows
Garden Shows
Bull Riding Events
Professional Sporting Events
NASCAR Races
Fund Raisers
Conventions
Expos
Private Parties
Many Other Special Events
YOU NAME IT...WE CAN DO IT!



Typical Event Set Up
With many possible
variations.

Bleachers are always
a good idea as
"standing room
only" has become
the norm, not the
exception.



"If history is any indicator,
two-legged fans will be
attracted to the four-
legged sport where dogs
hurl themselves off 40-
foot piers into 30,000-
gallon pools competing for
distance, height and
speed."

-Houston Business Journal

Be sure to book DockDogs®
for your next event

Mailing: #)) ..
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CONTACT US!!

www.carolinadockdogs.com
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DockDogs® Rules and Regulations, Dock Specifications, Event Details, Event Results and other information can also be viewed at:

www.dockdogs.com