

MAKE ME LAUGH!

★ AMERICA'S FUNNIEST DOG VIDEO CONTEST ★

OFFICIAL
PARTNERSHIP
OPPORTUNITIES

★ BIG LAUGHS ★ BIGGER IMPACT ★ REAL PURPOSE





We're building more than a contest

Make Me Laugh is the opening act. Woof World is where dog lovers celebrate their dogs, discover brands and support rescues.

First to be seen

Be one of the first brands dog lovers meet here.

We drive the audience

We invest in the marketing. You get the exposure.

Premium placement

The best placements are secured before launch.

Make a difference

Grow your brand while helping rescue dogs.



A highly relevant audience

Nobody here is scrolling past a dog.

Everyone who sees your brand came here for dogs — dog parents, pet-product shoppers, rescue supporters and contest participants checking the leaderboard daily.



Eight weeks. Every channel we own.

Your brand runs through the whole campaign, not a single placement.

SOCIAL	EMAIL
• 12+ branded activations • Organic distribution across Instagram, TikTok, Facebook and YouTube • Contest content built to be shared	• 25 automated touchpoints across the entrant journey • Your logo in the sends your tier includes • Linked to the destination you choose — your site or your Woof World storefront

Contest microsite · Instagram · TikTok · Facebook · YouTube · Email

Pick your stage.

Three tiers. Founding rates locked for the inaugural contest.

	MAIN STAGE	SPOTLIGHT	BRAND
Investment	\$5,000 or (3) \$1,500	\$750	\$250
Availability	1 exclusive or 3 non-exclusive	3	Unlimited
Applies to	Whole contest	Rescues / Marketplace / Community	Marketplace-wide
Naming rights	“Presented by”	“Official [Program] Partner”	—
Exclusivity	Contest-wide	Per program	None
Homepage placement	Hero + top card	Brand tile	Carousel
Contest pages	Banner	Logo	Carousel
Contest email	All sends	Launch + winner	Winner recap
Social spotlight	2 posts	1 post	Group post
Founding Partner status	Yes	Yes	Founding only





Main Stage Sponsor

*The top-tier partnership.
Own the contest.*

INVESTMENT

\$5,000 exclusive
or 3 × \$1,500 (shared)

TERM

Contest duration

IDEAL PARTNERS

National pet food, insurance, retail,
subscription, and major pet-supply brands.

- Naming — Exclusive: “Make Me Laugh presented by [Brand]” or Shared: “Official Contest Partner”
- Contest-wide category exclusivity
- Homepage featured hero + full-width branded card
- Banner on contest, voting, and winner pages
- Brand carousel — homepage + all program pages
- Logo in every contest email
- 2 dedicated social posts + headline winner announcement
- Press release inclusion + exclusive offer to entrants and voters
- Founding Sponsor status, right of first refusal, and post-contest recap



Spotlight Sponsor

Own one Woof World program.

INVESTMENT

\$750 • 3 available

(Rescues • Marketplace • Community)

TERM

Contest duration

IDEAL PARTNERS

Rescue-aligned brands, product and marketplace brands, community and lifestyle brands.

- “Official [Program] Partner” naming rights
- Program-level exclusivity — one brand per program
- Homepage brand tile + feature on your program’s landing page
- Logo on contest landing, voting, and winner pages
- Contest launch + winner emails
- 1 dedicated social post
- Press release inclusion + exclusive offer to entrants and voters
- Founding Sponsor status, right of first refusal, and post-contest recap



Brand Sponsor

*Affordable visibility.
Unlimited slots.*

INVESTMENT

\$250 — unlimited

TERM

Contest duration

IDEAL PARTNERS

Local pet shops, trainers, groomers,
photographers, daycares, and
emerging brands.

- Logo in the brand carousel — homepage + every program page
- Logo in the contest partner section
- Promoted product placement in marketplace search (sellers)
- Winner-recap email inclusion + group winner post
- Rescue and cause recognition
- Founding Sponsor status

The founding window is open right now.

Founding partners come aboard before the audience does — and stay through the recap that proves it.

NOW



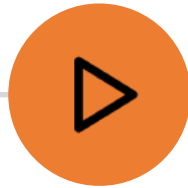
Founding Window

Partnerships open.
Founding rates locked.



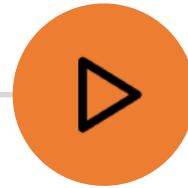
Pre-Launch

Assets collected.
Sponsor pages built.
Teaser campaign.



Registration Opens Sept 8

Dogs enter. Your brand
goes live across the
contest.



Voting Opens Oct 8

Registration closes, public
voting begins. Peak traffic.



Final Push

Countdown, leaderboard
heat, winner revealed.



Wrap Late Oct

Winner announced +
Founding Partner recap.

**Founding partnerships close when slots fill —
or when the contest opens. Whichever comes first.**

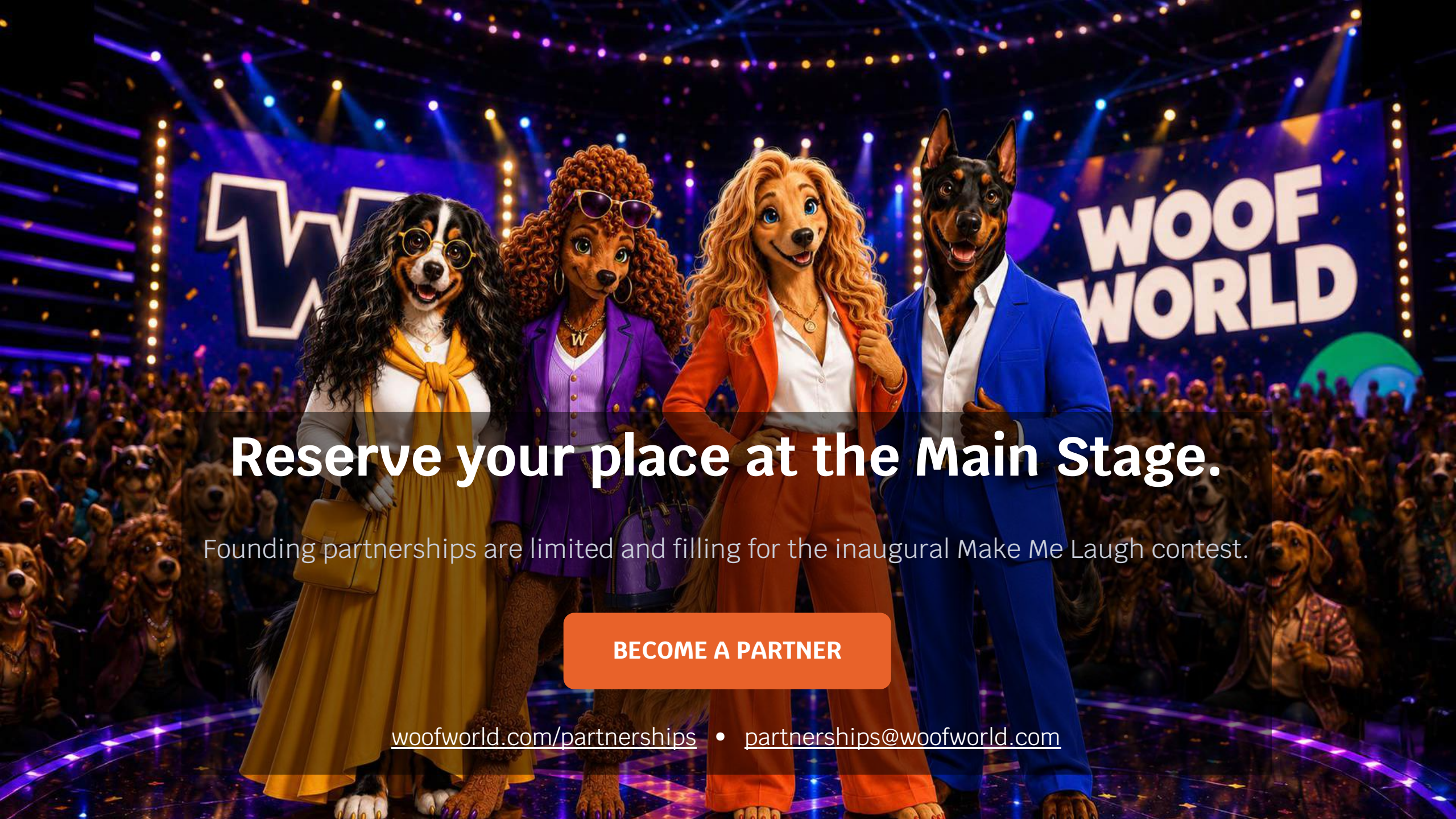




Founding partner recap

Every founding partner receives a post-campaign recap:

- **Proof of placement** — screenshots of every place your brand appeared
- **Tracked clicks** — real traffic we sent you, measured from your links
- **Contest stats** — total entries, votes and registered voters
- **Rescue impact** — dollars directed to rescues
- **Social stats** — reach and engagement on posts that featured your brand

The background of the entire image is a vibrant stage scene. Four anthropomorphic dogs are the central focus, standing on a glossy stage floor. From left to right: a dog with black, white, and tan fur wearing round glasses and a yellow scarf; a dog with curly brown fur wearing sunglasses and a purple blazer; a dog with long blonde fur wearing an orange blazer; and a black and tan dog wearing a blue suit. Behind them is a large blue backdrop with the words 'WOOF WORLD' in white, stylized capital letters. The stage is lit with colorful spotlights, and a large, cheering crowd of various dogs is visible in the background.

Reserve your place at the Main Stage.

Founding partnerships are limited and filling for the inaugural Make Me Laugh contest.

BECOME A PARTNER

woofworld.com/partnerships • partnerships@woofworld.com