



# Doggy Parton's Pet Gala

**Airing December 10<sup>th</sup> on the CBS Television  
Network, and streaming on Paramount+**

Join the paw-ty! This Q4, CBS is hosting the exclusive DOGGY PARTON'S PET GALA, a 2-hour CBS Special.

Country legend Dolly Parton has launched her own line of pet apparel, accessories, toys, and more with a little "Dolly" flair. To celebrate, she's invited a lineup of celebrity canine aficionados and their pups over for the world's most prestigious pet fashion show! Every pooch in attendance will be wearing the hottest threads, from red carpet worthy dresses to totally fetch jumpsuits to flashy collars and more!

The Special will feature never-before-seen dance acts and belly rubbing feel good segments, all culminating in the ultimate music performance from Dolly and her friends.

Sponsorship Opportunity

# Doggy Parton's Pet Gala Sponsorship

We invite your brand to partner with a Sponsorship of Doggy Parton's Pet Gala across CBS broadcast, digital, and social platforms. Your brand is in for a treat with elements including on-air media with billboard adjacencies, custom in-show integration/innovation, premium video positioning, a sponsored segment on Mixible, and social promotion.

**CATEGORY NOTES:** Pet accessory, apparel, and toy brands are not eligible for in-show or sponsorship opportunities.



## BROADCAST

On-air media schedule with billboard adjacencies, custom in-show branded integration or innovation around the show, and category exclusivity



## SOCIAL

Co-branded social posts from the Official CBS handle, promoted to target audience



## DIGITAL

Paramount+ live linear feed distribution, Premium Video Positioning on demand across Paramount+ and CBS Digital Platforms and (1) sponsored segment with branded intro slate distributed on Mixible

# 62%

of CBS prime viewers are music lovers

# 60%

of CBS prime viewers have a positive impression of Dolly Parton

# 36%

CBS prime viewers are 36% more likely to be country music fans



Source: YouGov data, 6/18/23 rolling 12-month survey. Music lover (music lover or obsessed with music)