Little Goats WoodShop

Same crew. Smaller pants. Bigger personality. ♥

A character-driven woodshop comedy and maker series built around real people, real projects, genuine craftsmanship—and one very unbothered dog.

Partnership snapshot

Little Goats WoodShop gives equipment and maker brands a warm, funny, highly human setting where tools are used by an actual working shop crew—not displayed in a sterile studio.

THE CONTENT	THE COMMUNITY
Short episodes, shop comedy, project stories, behind-the-scenes moments, demonstrations, and launch content.	Woodworkers, makers, military and veteran families, dog people, small-business supporters, and viewers who love workplace personalities.
THE TONE	**THE OPPORTUNITY**
Funny, capable, candid, family-friendly, and rooted in the real rhythm of a busy woodshop.	Become part of the build through authentic equipment use, project integration, educational content, giveaways, or longer-term partnership.

Little Goats WoodShop is independently produced in support of Old Goat Custom Woods. It is not produced by Old Goat Custom Woods.

Ways to build with us

Equipment in real shop use

Place tools, machines, software, safety gear, or supplies into genuine projects and everyday shop stories.

Sponsored episodes & shorts

Build a natural story around a product, challenge, technique, or moment—clearly disclosed and shaped to fit the Little Goats voice.

Demonstrations & education

Create practical, approachable content that shows what the equipment can do and why the crew reaches for it.

Launches, giveaways & events

Support a new-product reveal, campaign, giveaway, live appearance, or community-focused activation by mutual agreement.

Long-term equipment partnership

Develop recurring visibility and continuity so the brand becomes a believable part of the shop rather than a one-time placement.

Community cameos & collaborations

Welcome local first responders, sports teams, schools, nonprofits, veteran organizations, and community leaders into appropriate episodes, projects, events, and shop stories.

A natural fit for

Laser systems · CNC equipment · hand and power tools · woodworking machinery · shop organization · safety equipment · finishing products · design software · paracord and specialty materials · workwear · veteran-owned and family-owned brands · first responders · local sports teams · schools · nonprofits · veteran groups · community organizations

Potential equipment and technology conversations include brands such as Boss Laser, xTool, Techno CNC, DeWalt, LightBurn, and Vectric. Brand names indicate partnership fit—not current sponsorship unless separately confirmed.

What partners can expect

- A clear creative concept and deliverable plan
- Honest, brand-safe product integration
- Proper sponsorship disclosure
- Approval checkpoints for factual product claims
- Post-launch performance reporting as channel data becomes available

Meet the world of Little Goats

The series is built around recognizable shop personalities: the steady shop owner, the organizer who turns ideas into reality, skilled makers, eager helpers, quiet wild cards, and Athena—the Employee of the Month who sleeps through the chaos.

The setting is a functioning woodshop. The humor comes from the people; the credibility comes from real making.

Community belongs in the story

Little Goats can create appropriate cameos and collaborations with local law enforcement, firefighters, EMTs, hospitals and healthcare organizations, youth and professional sports programs, schools, nonprofits, veteran organizations, and other community partners. Every appearance would be coordinated in advance and subject to the organization's permission, policies, branding rules, and participant releases.

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LET'S BUILD SOMETHING MEMORABLE

Sponsorships · collaborations · equipment partnerships

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Prepared for sponsor introductions and partnership conversations. Custom concepts, deliverables, timelines, and rates are developed for each collaboration.