



Sponsorship Packages

Contact Us: monika@kinstone.io

About Kinstone

The Kinstone Team is a group of over 100 entertainers and broadcast professionals from across the world. Every year, these participants gather to host high-quality gaming marathons. During these events, the team broadcasts their gameplay, camera feed, and commentary online for one week straight, no breaks.

The gameplay is supported by live musical performances, sketch comedy, trivia, and other interactive segments. Fans of the group can tune in online at any point to engage via an ongoing chatroom. With consistent average viewership of over 5,000 viewers, and peaks reaching as high as 12,000 people, there is an extremely active community for Kinstone's events year-round.

By encouraging their audience to donate to charity, the group has raised over three million dollars for great causes since 2009. Non-profit partners include St. Jude Children's Research Hospital, Direct Relief, charity: water, and more.

34
EVENTS

12
YEARS

11
CHARITIES

3,940
HOURS STREAMED

\$3,203,000
TOTAL RAISED



Our Mission

Kinstone unites creativity, diversity, and nerd culture to organize live streamed charity events.

Creativity

Our events highlight the creativity of our staff and volunteer team. We embrace our team's ability to advance our events by showcasing their unique personalities and skills.

Community

During our work, we value growth in our community as a space of shared joy and passion. We engage positively with our audience to introduce and connect new members to the greater world of philanthropy.

Diversity

We build an inclusive culture that supports and celebrates diversity. We actively seek to empower all who join us to achieve shared goals.

Integrity

We are honest and ethical in our work, being transparent to our staff, partners, and community about our projects and goals. Our charitable work must be efficient and accountable.



Viewership & Donation Metrics

<i>Viewership Data Provided through Twitch</i>	Average Viewership	Peak Viewership	Average Daily Unique Viewers	Minutes Watched
Piece of Heart (Fall 2019)	1,197	6,892	53,300+*	1,760,000+*
Zeldathon Forces (Winter 2019)	6,803	15,567	323,750+*	64,400,000+*
Side Quest (Summer 2020)	5,982	21,995	425,000+*	45,900,000*
Side Quest: TtS (Winter 2020)	4,557	26,902	546,708	49,678,344
Zeldathon Ascent (Winter 2021)	2,402	21,917	1,070,000	21,800,000
Zeldathon Daybreak (Summer 2022)	1,322	7,299	76,709	11,777,161

■ MAIN EVENT
 ■ REMOTE
 ■ ONLINE
 ■ HUB

**Some of these numbers are based on an approximation of our data.*

MOST RAISED IN 24 HOURS

\$138,626

MOST DONATIONS IN EVENT

12,345

AVERAGE CONTRIBUTION

\$130+

LONGEST DONATION CHAIN

3,019

AVERAGE RAISED PER HOUR

\$1,135

Social Media Metrics

<i>Data Provided through Twitter and Instagram</i>	Zeldathon Forces (Winter 2019)	Side Quest (Summer 2020)	Side Quest: TttS (Winter 2020)	Zeldathon Ascent (Winter 2021)	Zeldathon Daybreak (Summer 2022)
Impressions	1,100,000+	657,900+	907,600+	815,700+	451,500+
Engagement Rate	1.7%	2.3%	1.3%	2.2%	3.1%
Link Clicks	1,500+	1,200+	1,200+	1,064+	1,400+
Retweets	2,600+	1,200+	1,100+	1,600+	1,500+
Likes	7,500+	3,700+	3,500+	6,900+	5,700+
New Followers	N/A	210	115	174	74
Video Views	12,400+	22,400+	32,400+	47,800+	17,600+
Impressions	N/A	30,000+	17,000+	5,923+	25,920+
New Followers	N/A	63	84	50	30

Support Levels

	Tier 1 \$500	Tier 2 \$1,000	Tier 3 \$2,500
Inclusion in Event Intro and Credits	✓	✓	✓
Product and Advertising Materials included in Giveaway Packs	✓	✓	✓
Social Media Posts Before Event	1	2	2
Social Media Posts During Event	2	4	6
Inclusion in Sponsor Slideshow	✓	✓	✓
Logo included on Website and Twitch page		✓	✓
Logo Shown in Constant On-screen Loop		✓	✓
Video Advertising Slot Shown During Breaks		15 seconds	30 seconds
Sponsored Mini-Segment (Product Demo)			✓

A La Carte Options

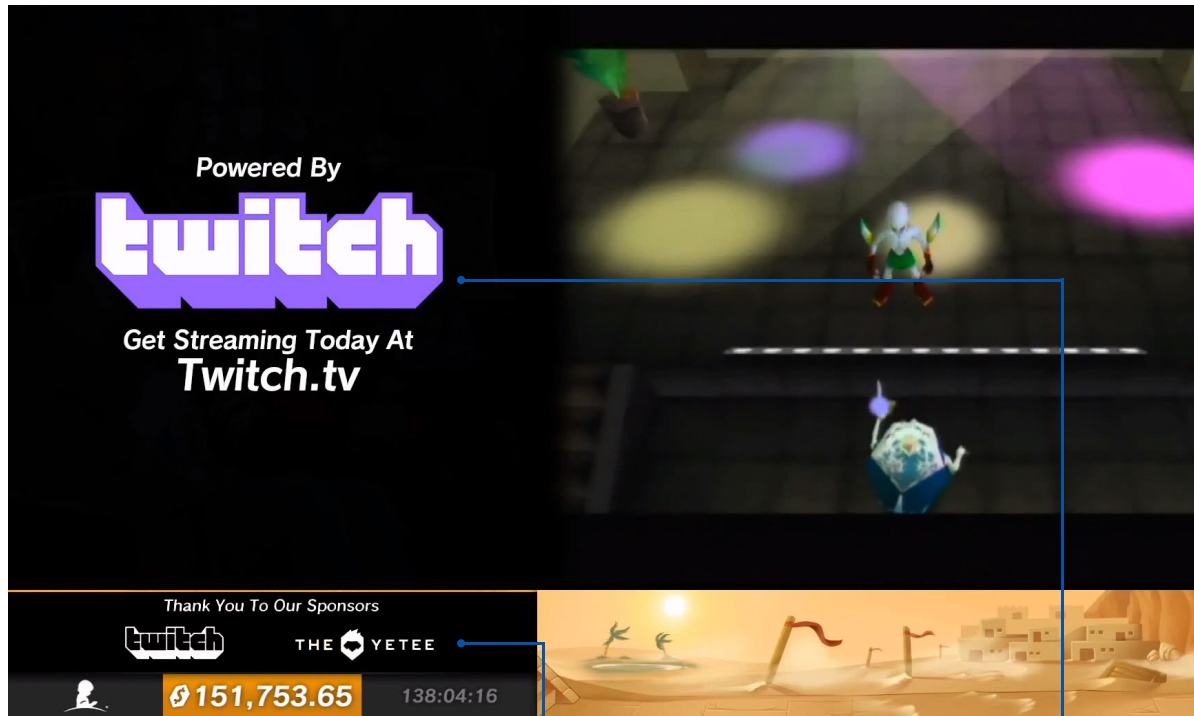
Major Segment Sponsor ("Powered By")	\$1,000
Product Placement	\$500 + Product
Your Game Played at the Event (Tier 3+)	By Request
Charitable Donation Matching	By Request

Past Sponsors



Custom requests outside the above scope can be handled, contact us for more information.
We are always willing to discuss options that are right for you, please let us know if you have any questions.

Samples of Sponsor Placement

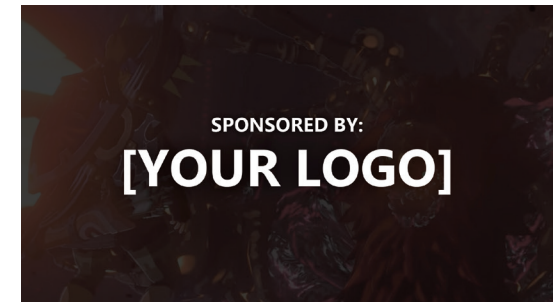


Logo shown in constant on-screen loop:

Placement of constant on-screen loop. This is shown approximately every 30 seconds, and only includes the logo for each sponsor.

Inclusion in sponsor slideshow:

Placement of Sponsor Slideshow. Slides are overlaid on the camera every two hours as part of our station identification, and can include more than just the logo.



Inclusion in event intro and outro:

An example of how your brand's assets/logo can be included in our event intros and outros.



Social media posts before/during event:

An example of a past sponsored giveaway graphic. Graphics can be provided by your or our team.

