



OP
OVERPRODUCED



Sponsorship Packages

9-14 June 2025

Benefiting



charity: water

Contact Us:
info@zeldathon.com

About Zeldathon

The Zeldathon Team is a dedicated group of over 100 entertainers, gamers, and broadcast professionals from around the world. Since 2009, they have come together to produce high-quality, weeklong gaming marathons celebrating The Legend of Zelda and other fan-favorite games. These nonstop livestreams feature gameplay, live music, sketch comedy, trivia, and other interactive segments—all designed to entertain and engage a passionate online audience.

Zeldathon has built a tight-knit, loyal viewership that returns event after event, with thousands of unique viewers tuning in throughout each marathon. An active chatroom and community-driven programming keep fans engaged from start to finish—and well beyond the event itself.

Since its inception, Zeldathon has raised over \$3.5 million for charity. Beneficiaries have included St. Jude Children's Research Hospital, Direct Relief, charity: water, and many more. With a long history of success and a proven ability to mobilize their audience for good, Zeldathon is a trusted platform for both entertainment and impact.

39
EVENTS

15
YEARS

12
CHARITIES

4,508
HOURS STREAMED

\$3,596,051
TOTAL RAISED



Our Mission

Zeldathon unites creativity, community, and gaming culture to produce entertaining, livestreamed events that raise money for charity.

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



Minutes Watched	Unique Viewers	Peak Viewers	New Engaged Viewers
7.3M	121,649	2,426	5,220



Total Raised	Total Donations	Unique Donors	Average Donation
\$105k	4,560	693	\$23.21

Support Levels

	Tier 1 \$1,000	Tier 2 \$2,500	Tier 3 \$5,000
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)			✓

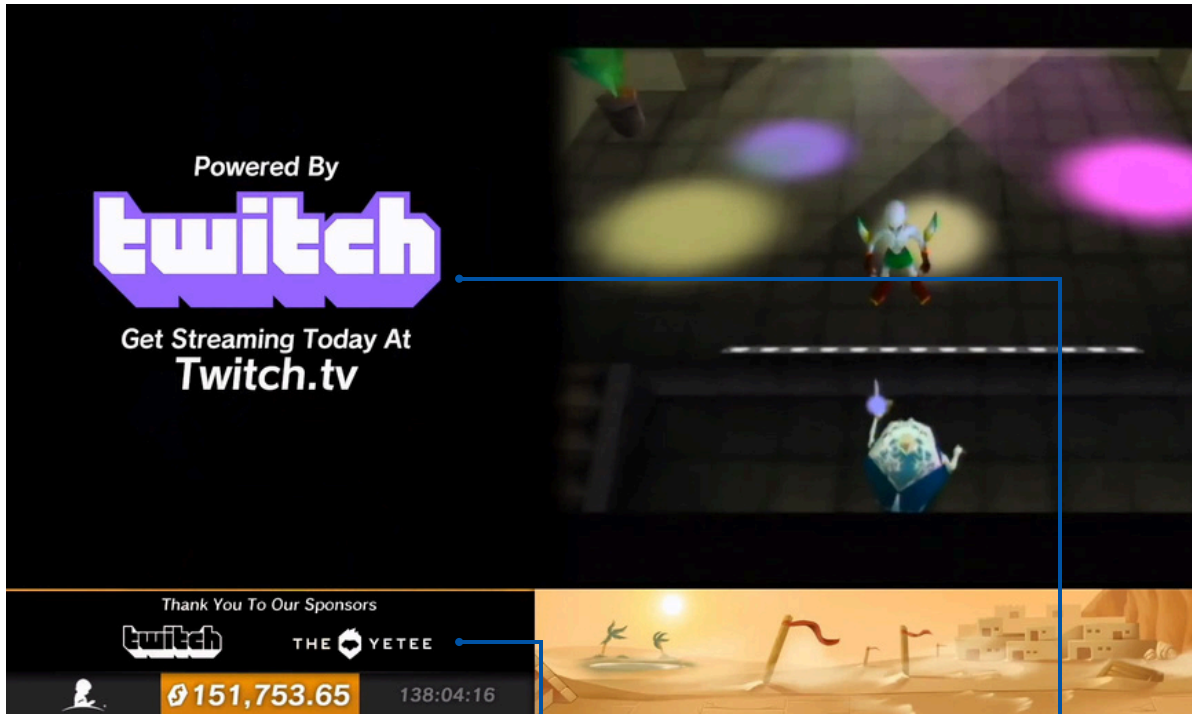
A La Carte Options

Major segment sponsor ("Powered By")	\$1,000
Product placement	\$500 + Product
Your game played during the event	By Request
Charitable donation matching	By Request

Past Sponsors



Samples of Sponsor Placement

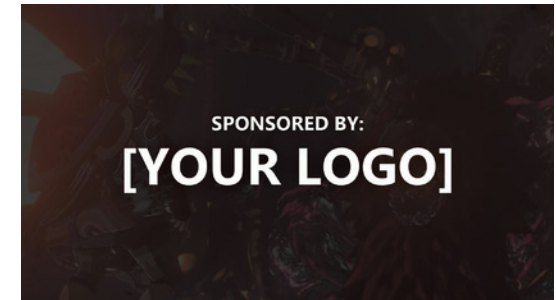


Logo shown in constant on-screen loop:

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.

