



Media Kit

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About Shawn

Shawn, known as Psynergic, is a seasoned content creator and founder of **DramaLlama**. With a master's degree in clinical psychology, he blends psychological insights with synergistic community building to create safe, engaging online spaces. His channel and brand focus on promoting **LGBTQ+ stories** from **East and Southeast Asia**, enhancing cultural representation and inclusivity.

About the Subathon

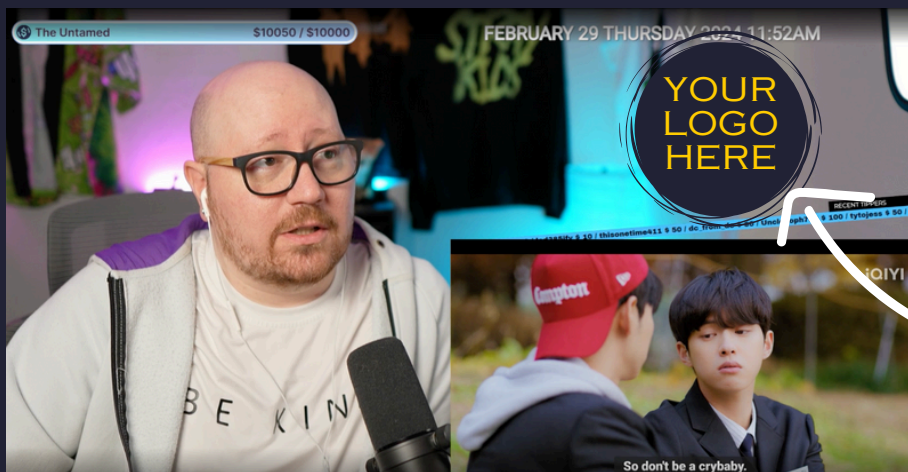
Shawn, will host an engaging subathon on Twitch this June, aimed at supporting the growth of DramaLlama. This unique streaming event, aligned with **Pride Month**, will feature extended interactive content and is designed to raise funds while **celebrating** LGBTQ+ stories from East and Southeast Asia.

About DramaLlama

DramaLlama is a trailblazing social media platform founded by Shawn, tailored to unite fans, artists, staff, and producers of BL (Boys' Love) media. Its mission is to foster a vibrant and safe community where enthusiasts can share their passion and connect over LGBTQ+ stories from East and Southeast Asia. DramaLlama provides a space for meaningful interactions, cultural exchange, and the promotion of inclusivity within the fandom.

What is a Subathon?

A subathon is a type of livestream event primarily used by content creators on platforms like Twitch, where the duration of the stream is extended each time viewers participate by subscribing, donating, or fulfilling other set criteria. Essentially, it's a marathon broadcast that continues to grow in length based on viewer engagement, often involving interactive activities, games, and incentives to encourage viewer participation. This format not only drives engagement and community building but also can significantly increase support for the streamer, as it keeps the audience actively involved and incentivized to prolong the event.



Rotating Banner

Previous Subathon Stats

from February 16 - 29th

1.4M

minutes watched

329

Hours Streamed

86.4k

Chat Messages

70

Avg Concurrent
Viewers

112

Peak Hours Avg
Concurrent Viewers

266

Max Concurrent
viewers

Sponsorship Tier Pricing

*Minimum 7-day commitment

Bronze Sponsor

- Fee: \$200 per day
- Ideal for smaller businesses or those new to sponsorship, offering visibility during non-peak hours and through social media mentions.

Silver Sponsor

- Fee: \$500 per day
- Enhanced visibility during **peak hours** and inclusion in promotional emails, suitable for medium-sized businesses looking to increase their engagement.

Gold Sponsor

- Fee: \$1,000 per day
- Includes all Silver benefits plus a **sponsored segment** and more prominent logo placements, targeted towards larger businesses seeking significant exposure.

Platinum Sponsor

- Fee: \$2,000 per day
- **Maximum exposure** with an exclusive **sponsorship day, branded giveaways, and special mentions**, perfect for major sponsors aiming for extensive brand integration and audience interaction.

**All prices are in USD

Sponsorship à la carte

50% off for 7-day sponsorship commitment

Custom Branded Challenges

- Price: \$1600
- Engages the audience with interactive content related directly to your brand.

Sponsored Giveaways

- Price: \$1000
- Allows you to provide products directly to the audience, increasing brand loyalty and product awareness.

Live Q&A/Interview Segment

- Price: \$1,000 per 30 minutes
- Offers a direct connection between your representatives and the audience, enhancing brand personality and trust.

Dedicated 'Sponsor Hour' or 'Sponsor Day'

- Hourly Price: \$1000
- Daily Price: \$8,000
- Provides concentrated exposure, with the sponsor's content featured prominently.

Featured Product Placement

- Price: \$1200
- Incorporates your products into the stream, offering visual and verbal mentions.

Sponsorship à la carte

Custom Graphics and Branding

- Price: \$2000 per day
- Customizes the stream's visual elements to include your branding, enhancing brand visibility.

Social Media Blitz

- Price: \$1000
- Extensive social media coverage across our channels, maximizing the reach and impact of your message.

Behind-the-Scenes Content

- Price: \$1400
- Creates unique content that showcases your behind the scenes, adding an exclusive layer to their participation.

Sponsored Polls and Interactions

- Price: \$600
- Engages viewers directly with interactive content sponsored by you, increasing real-time engagement.

Stream Visits You (Local Only)

- Price: \$3000 per hour
- Elevates your brand's visibility by bringing our live stream directly to your location, creating dynamic, interactive content that fosters real-time viewer engagement and enhances brand experience.