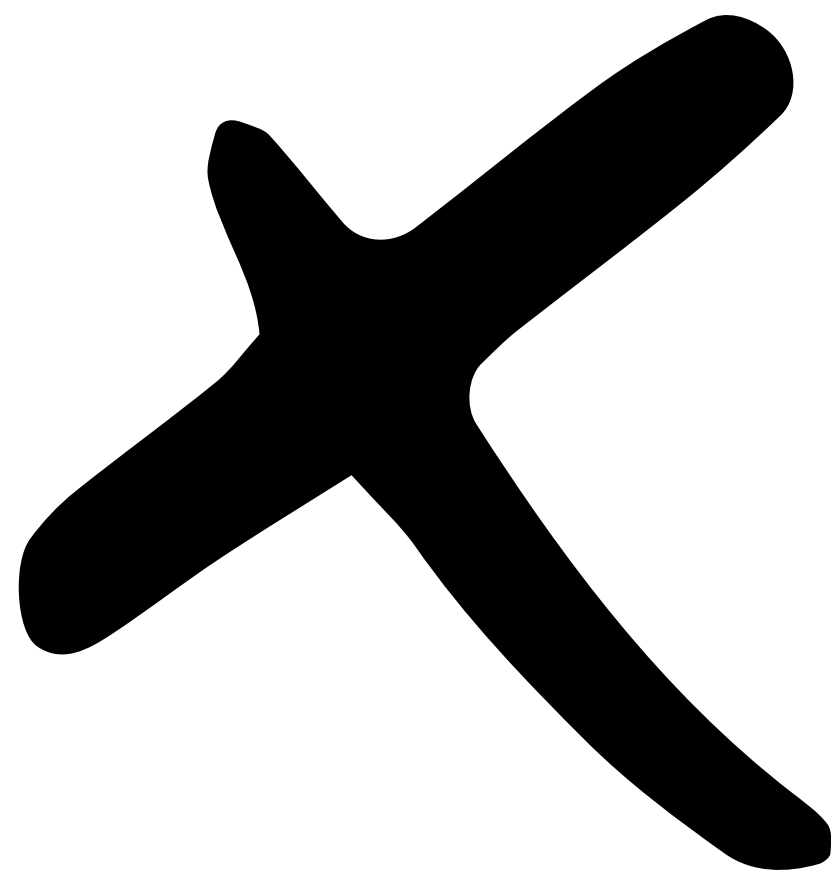
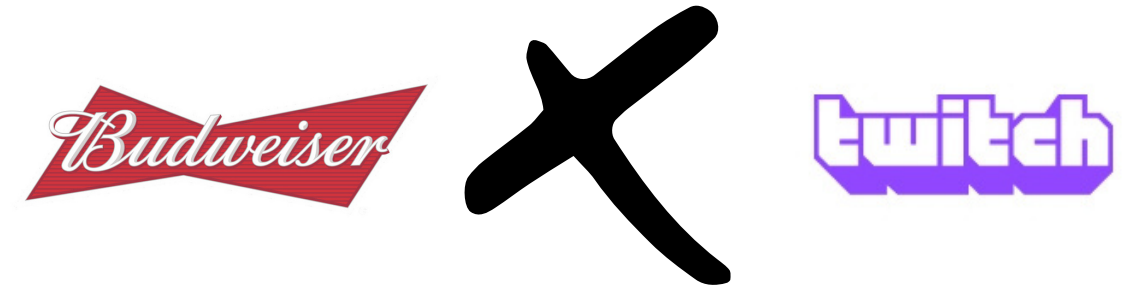




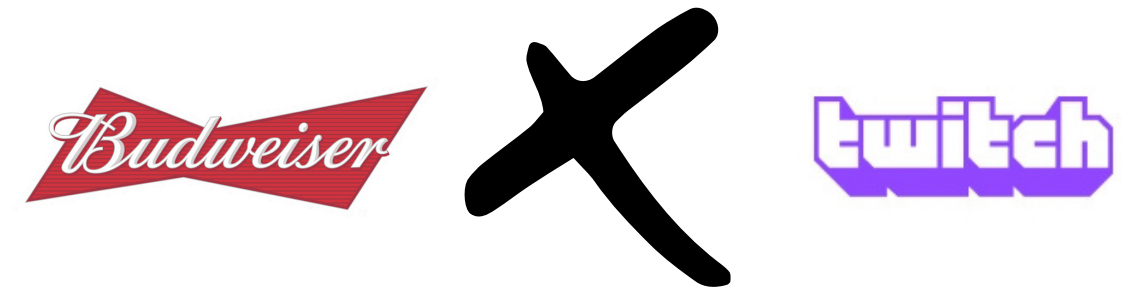
**BUDWEISER IS NOW SPONSORING SMALL PARTNERED STREAMERS
TO EMPOWER YOU AND YOUR COMMUNITY. THIS BUD'S FOR YOU.**

COMMUNITY EMPOWERMENT



Budweiser is looking for a way to make a statement to young people (21-34) that people in this age group should consider them when looking to buy beer. By becoming a part of their community, Budweiser can engage with this age group.

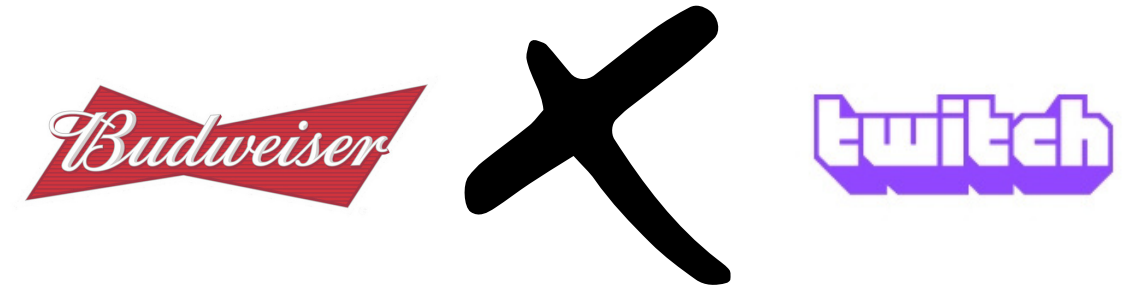
HOW TO TARGET THIS MILLENIAL POPULATION?



Budweiser's identity among young people has been lost. Their competition associates heavily with outdoor activities, traveling, and partying.

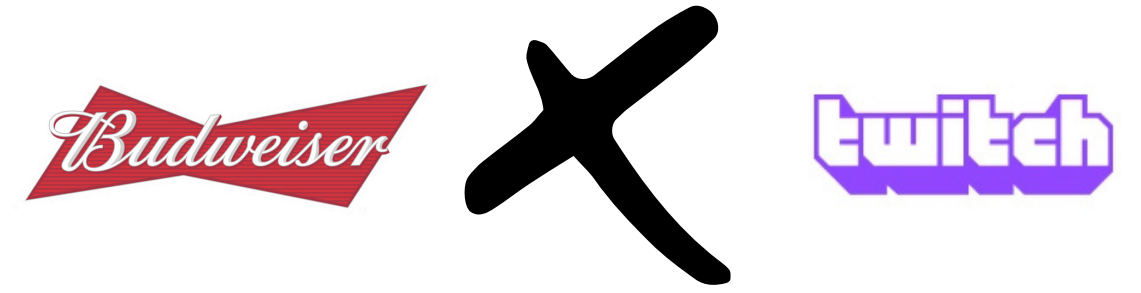
Bud Light is currently sponsoring E-Sports events (online video game tournaments) which tend to draw a similar but different audience than casual gaming content, and there are a number of 21-34 year-olds who just game casually at home and don't care about competitive gaming.

WHAT IS THE BUDWEISER X TWITCH SPONSORSHIP?



Put simply, this is an opportunity for streamers that are looking to take their career to the next level. Budweiser will pay streamers for product promotion while playing games, doing art, hosting a podcast, or doing travel content. Budweiser will also offer a rebate to streamers on Budweiser products purchased to appear on stream.

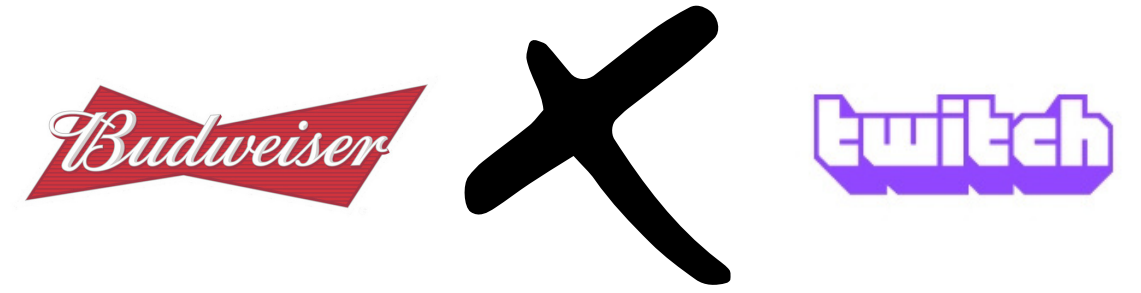
WHY SMALL AND MEDIUM STREAMERS?



Budweiser believes that working with small businesses and supporting economic growth through partnership is important.

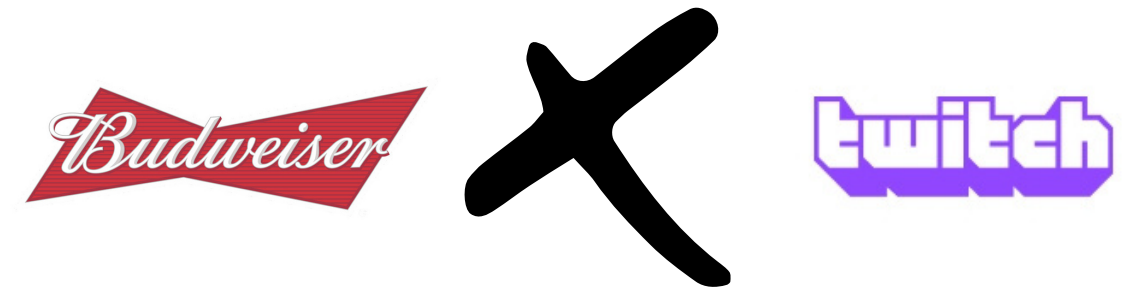
By supporting streamers that average between 50 and 500 viewers at a time, Budweiser can not only support people who could use help getting their business off the ground, but can also reach dozens of different communities within the casual gaming cultural group.

IS THIS JUST GAMING?



While gaming on Twitch is the biggest and broadest category, there are also artists, musicians, and podcasts on the platform that reach people in this demographic. According to Twitch, over half of the people who watch on Twitch are between the ages of 18 and 34.

SO WHAT'S IN THE PACKAGE?



WHAT ARE THE DELIVERABLES?

- One medium banner ad that promotes Budweiser and watching small streamers set to run on Twitch.tv
- One stream layout toolkit, including a face camera border and a sub/follow box to be used on sponsored streams
- A live read script to promote the sponsorship campaign and a list of recommended activities for sponsored streams

IDEAS FOR STREAMING WITH BUDWEISER



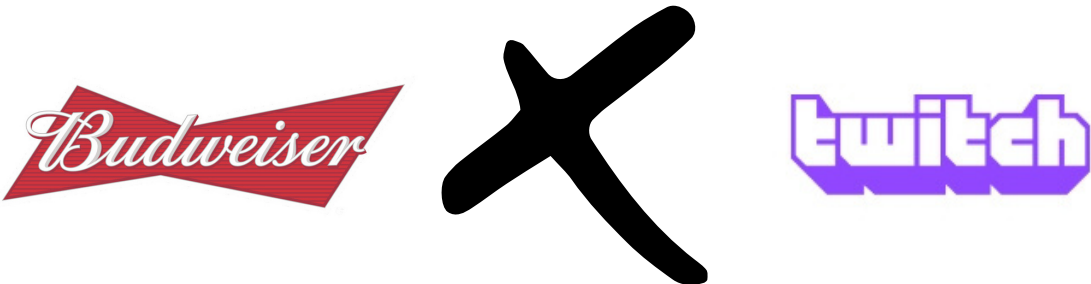
Party games such as Mario Kart, JackBox, and Among Us are fun games to play while drinking casually and carefully, offering an opportunity for hijinks without feeling like you lose your competitive edge.

Doing art on stream while interacting with people in your chat can also be enjoyable while sipping beer.

Podcasts focused on topics of interest while drinking allow for a relaxed, honest take on the topic.

Budweiser wants streamers who are putting forward an effort to interact with their watchers.

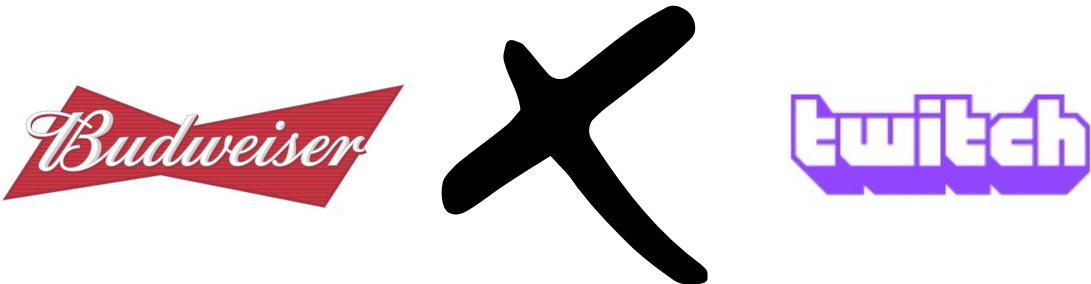
THE STREAMER'S TOOLBOX



Notifications

Cam Border

MEDIUM BANNER AD



Browse

Games 

IRL 

Music 

Esports 

Categories Live Channels

Filter by

Sort by Viewers (High to Low)



Just Chatting
414K viewers

IRL



World of Warcraft
239K viewers

RPG Adventure Game



Among Us
168K viewers

Strategy Survival



Call of Duty: Black Ops ...
157K viewers

FPS Shooter



League of Legends
143K viewers

MOBA Action



Fortnite
126K viewers

Shooter Action



Escape From Tarkov
106K viewers

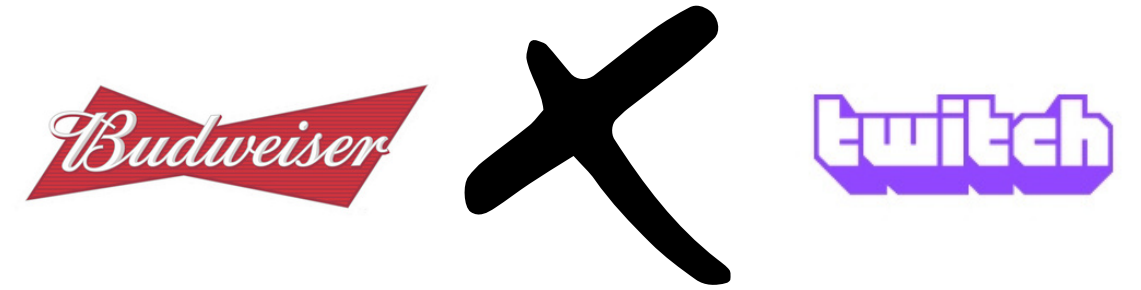
Simulation FPS

BUD IS SPONSORING SMALL STREAMERS
TO SHARE OUR CORE VALUES
WITH THE GAMING, ART, AND PODCASTING COMMUNITY

Community Growth
Responsibility

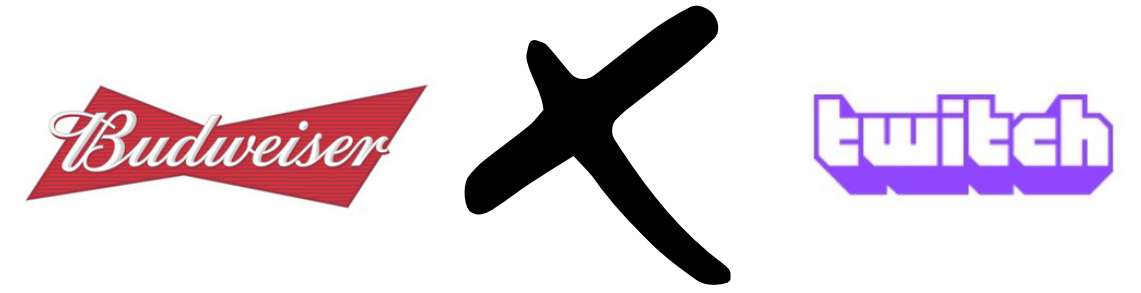
Budweiser

LIVE READS FOR STREAM



Budweiser is supporting our community today by sponsoring this stream. It is part of their mission to uplift people and have a positive lasting impact, and this month they are working with small streamers like me to help secure our future on Twitch. This bud's for you chat.

DOING SOMETHING THAT MATTERS



By participating in this community and supporting small streamers, Budweiser can show gamers across the globe that they care. Participating in the communities of young adults is a great way to show people that Budweiser isn't just a "dad beer," people buy into ideas that they support as well as businesses that perpetuate those ideas.