



CALGARY

COMMUNITY MEETUPS

EST. 2016

2020 SPONSORSHIP PROGRAM

TWITCHCALGARY.CA
UNPLUG & CONNECT

Our Mission

To bring local content creators, streamers, and viewers together while promoting Calgary's gaming scene.



2020 GOALS

- **Host 3 Community Meetups that are free to attend**
- **Promote a welcoming and safe environment for all**
- **Create long lasting relationships with sponsors that will benefit all**



Top Influential Attendees



Twitch



Twitter



Instagram

Total Followers	340000	21700	91000
ProtonJon	79128	64400	-
Lucahjins	50481	57100	15400
Wtfmoses	69349	26100	5234
Gunslayer	40095	18500	3562
LumpyTouch	29662	43200	63600
P4ntz	28933	2595	-
OnceinLuv	16149	1739	898
Shyfoxx	13742	1867	2214
PeterGodmez	9374	101	645
FadyLace	7152	1780	-



Our Social Media

Twitch Stream Team

<https://twitch.tv/team/calgary>

200+ Members
480K+ followers

Closed Facebook Group

<https://www.facebook.com/groups/TwitchCalgary/>

300+ Members

Twitter

<https://twitter.com/TwitchCalgary>

1300+ Followers
Event Month Impressions 40-80k

Discord

<https://discord.gg/twitchcalgary>

600+ Members



Previous Events

	2016	2017	2018	2019
	RSVP / Attendees	RSVP / Attendees	RSVP / Attendees	RSVP / Attendees
March		85+ / 90+	230+ / 190+	230+ / 200+
June	0 / 40			
July		110+ / 100+	170+ / 120+	
September				50+ / 80+*

** The September 2019 event was planned within 30 days of the meetup, not our usual 3 months of planning and generating buzz around the event*



The Ask

- As our community has continues to grow, we are shifting our focus towards funding. This will allow us to secure larger venues, improve the quality of our events and our streams.
- We are looking for sponsors interested in growing with our local community.
- Create long lasting relationship with sponsors while maintaining a win-win scenario
- Value of prizing must be \$100 or higher
- All digital assets must be provided 30 days prior to event



The Ask

	Gold	Silver	Bronze	Purple
Funding Contribution Per Event	\$500	\$250	\$100	Prizing
Social Media Promotion	3 scheduled	2 scheduled	1 Scheduled	1 scheduled
Logo in RSVP, event graphics and signage*	Large	Medium	Small	Small
Link on Twitch Channel profile	Logo / text / link on top	Logo / text / link on middle	Logo / Link	Variable
Logo on live stream	Yes	Yes	Yes	Yes
Live Stream Interview	Yes (15 mins)	Yes (5 Mins)	No	No
Demo table space	Large	Medium	Small	Variable



2020 Opportunities

In 2020 we plan on organizing 3 meetup events and below are the times we have been looking to plan these events with March 20th being the first community meetup event of 2020.

- **Friday March 20th 2020**
- **June / July 2020**
- **October / November 2020**

