

BRAND PARTNERSHIPS • 2026

Let's make something **people actually watch.**

I'm Kristen. Most of the internet calls me Kitty. I've spent 13 years building communities through gaming and live streaming, and these days I build real software live on stream. **Brands don't hire me for ad reads. They hire me to make their product the thing people came to watch.**

1.9M+

TOTAL REACH

1M+

TWITCH

546K

YOUTUBE

297K

INSTAGRAM

203K

X / TWITTER

2013

CREATING SINCE

WHY BRANDS WORK WITH ME

- ◆ **Technical enough to explain your product.** I can demo an API on stream and answer chat's questions about it, because I actually use it.
- ◆ **Long-form storytelling, not 30-second reads.** Integrations get built into content people chose to watch, with clear disclosure.
- ◆ **An audience that builds and buys.** Gamers and builders sitting right at the intersection of gaming and AI. They adopt the tools they see used for real.
- ◆ **A decade of live experience.** Hosting, esports, launches. Comfortable on any stage or any stream.
- ◆ **Authentic testing only.** I partner on products I'd actually use. That's exactly why the integrations land.

PREVIOUSLY WORKED WITH

Best Buy **Verizon** **MAC** **IKEA** **Activision** **Bumble** **Klarna** **Intel** **ASUS** **HyperX** **Tampax**

THE WORK

What we can *make together*

FLAGSHIP • AI COLLABORATIONS

We spend one to three weeks building something genuinely interesting with your product.

Live, in front of my audience. One campaign is simultaneously a product demo, developer content, social content, a launch story, and PR. Very few creators can deliver this, and it's the offer I'm most excited about.

- ▶ An AI voice NPC that talks to Twitch chat in real time, built on your voice API
- ▶ A chat-controlled game or overlay built on your platform, open-sourced at launch
- ▶ "How much of my streaming stack can your product replace?" A week-long live experiment.

THIS ISN'T THEORETICAL. THINGS I'VE ALREADY SHIPPED:

Mira

A stream copilot that hears the stream, reads chat, drives the overlay, and remembers who you are. Going open source.

Clippurr

Self-hosted VOD clipper. Local Whisper plus Claude finds the moments worth cutting. Public on GitHub.

Radiant

A focus OS for creators and founders. Messy thoughts in, one clear answer about what matters today.

WAYS WE CAN WORK TOGETHER

Sponsored streams & Twitch integrations

Dedicated or segment-based live integrations: gameplay, launches, events, challenges built around your product.

YouTube, Shorts & Instagram

Long-form and short-form placements with enough creative control to keep them watchable.

Live events & hosting

On-stage hosting, event coverage, branded show production.

AI demos & dev-tool showcases

I build something real with your tool, live. The most honest demo there is.

Game & product launches

First-look gameplay, launch-day streams, honest impressions for products that fit the community.

Custom builds

Branded mini-games, interactive overlays, campaign microsites. I build it, and I stream the build.

WORKING TOGETHER

How it runs, *and how we structure it*

HOW A PARTNERSHIP RUNS

01

Idea first

Every conversation starts with a concept built for your goals, not a menu of deliverables.

02

Scope together

We shape the concept, platforms, timeline, and success metrics with your team.

03

Create

I make it, on stream and on camera, with full disclosure and agreed creative control.

04

Report

You get a results recap: views, engagement, clips, links, and what we'd do next time.

WAYS TO STRUCTURE IT

Long-term partnerships are the best value for both sides. One-off deliverables are available, but campaigns and retainers are the shape I'd rather build.

Single campaign

One concept, one or more platforms, a two to six week arc.

Quarterly campaign

Three months of bundled deliverables around a theme or a launch.

Ambassador / retainer

Ongoing monthly presence. The deepest and most authentic integration.

Custom / annual

Tier-one structures shaped around your calendar.

INVESTMENT

Detailed rates are shared once we've talked about goals. Every engagement is scoped to outcome, exclusivity, usage rights, and timeline. **A full rate card is available on request.**

THE FINE PRINT

All integrations carry clear, FTC-compliant disclosure. Creative control is agreed in writing before anything is made, and I'll always tell you honestly if I don't think an idea will land with my audience.

Have a launch coming?

Tell me what you're shipping and I'll come back with ideas, usually within two business days.

kittyplaystwitch@gmail.com