

PIXEL BEEF

Sponsorship Media Kit

Original pixel-art short-form animation — absurdist social comedy for gamers and internet-native audiences

45M+ TOTAL VIEWS	63K+ TOTAL FOLLOWING	730K AVG VIEWS / LAST 10 VIDEOS
----------------------------	--------------------------------	---

Prepared for prospective sponsors. Updated demographic screenshots available on request.



The Channel

Pixel Beef is an original short-form animation studio creating absurdist social comedy in a distinct pixel-art style. Content is built for gamers and internet-native audiences who grew up on retro games and sharp, character-driven comedy.

Total Reach

45 million+ total views across all platforms*, with the vast majority of viewership on YouTube. The last 10 videos have averaged 730,000 views across all platforms.

Audience Interests

- Retro gaming & video games
- RPGs
- Sitcoms
- Anime
- Movies
- Internet culture
- Comedy / absurdist humor

Video Structure

Every Pixel Beef video follows a seven-beat story structure designed to hook viewers immediately and hold them through to the end:

- | | | |
|-----------|--------------------|--|
| 01 | Opening Gap | The story opens with a problem, injustice, or situation that immediately creates tension and pulls the viewer in. For sponsored videos, this is often where the need for the sponsor's product is naturally planted. |
|-----------|--------------------|--|

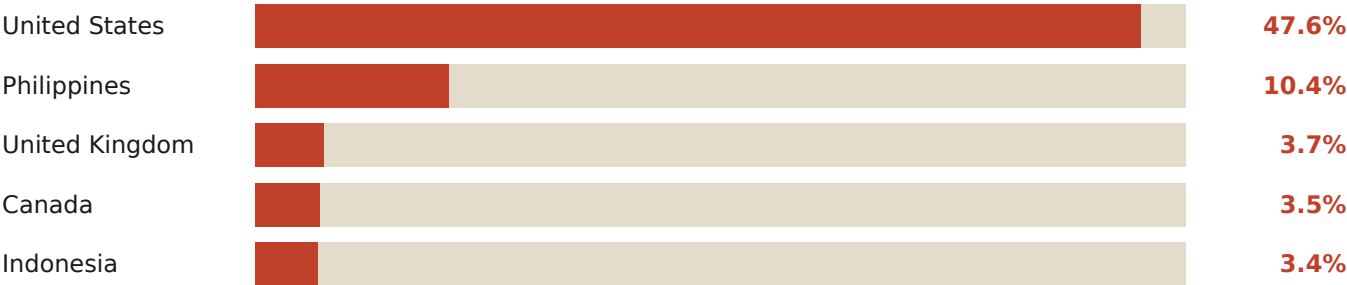
02	Setup	Context is established — who's involved, what the stakes are, and why it matters. The sponsor's product category fits organically into the world being built here.
03	Escalation	The situation gets worse, more absurd, or more complicated. Tension and comedy build together — making the eventual product solution feel genuinely earned.
04	Relief	A moment of release — something shifts, a plan kicks in, or the character finds an answer. This is typically where the sponsor's product is introduced as part of the solution.
05	Closing the Gap	The story drives toward resolution using the product. The character actively engages with it, and the core conflict is addressed head-on.
06	Karma Payoff	The satisfying ending — characters get what they deserve, for better or worse. The punchline lands here, and the product's role in the outcome is clear without feeling forced.
07	Call to Action	A brief 3-second sponsor call-to-action closes the video — directing viewers to the sponsor's website or product with a clean, natural handoff.

This structure ensures the sponsor's product is woven into the story itself — not bolted on as an interruption. Viewers experience the product as part of the narrative, which is why the integration feels authentic rather than like a traditional ad.

Audience Demographics

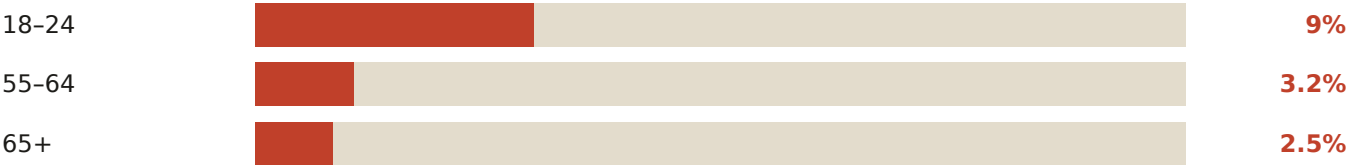
All demographic data reflects YouTube audience analytics (Views — Last 28 Days) as of 7/21/2026. A current, screenshot-verified report can be provided from platform analytics on request.*

Top Countries



Top Age Groups





Gender



Watch-Through Performance

- ~30-second videos: 90%-110% average watch-through*
- 1-minute+ videos: 80%-90% average watch-through*
- Stayed to Watch: 70%-85%*

Platforms & Following

Pixel Beef publishes across YouTube, TikTok, Instagram, Facebook, X, Snapchat, and other platforms as relevant to each campaign.

YouTube	55,000 subscribers
TikTok	4,500 followers
Instagram	1,700 followers
Facebook	2,000 followers

* Follower and view counts reflect totals as of the date noted at the end of this document.

Cross-posting to TikTok, Instagram, Facebook, and other platforms is included at no additional cost alongside the primary YouTube upload — sponsors get the full multi-platform push as part of every package.



Sponsorship Terms

Integration Style

Pixel Beef does not run dedicated sponsorship ad breaks. All sponsorships are organic product integrations woven into the story: a character runs into a problem, uses the product to solve it, and the comedy comes from the situation — never from making fun of the product itself.

Videos are up to 90 seconds in length. Every sponsored video also includes a 3-second sponsor call-to-action at the end of the video.

Pricing

\$3,000

STARTING AT, PER VIDEO

Starting price covers the full production pipeline, sponsor disclaimer, and distribution across all platforms (YouTube plus cross-posting to TikTok, Instagram, Facebook, and other platforms) at no additional cost, using the current Pixel Beef character cast and current locations.

A second video in the same campaign is available starting at \$2,000. Contact us for details and bundle pricing.

Add-Ons

For sponsorships that call for something beyond the existing cast or locations, custom add-ons are available:

Custom Location	Starting at \$3,000
Custom Character	Starting at \$200 per character

Usage Rights Add-Ons

Sponsors wishing to use the delivered video beyond the standard 1-year promotional window, or for paid advertising, may purchase extended usage rights:

Organic reposting on the brand's social media	+20% of video price
30 days paid ads	+25% of video price
3 months paid ads	+50% of video price

Sponsor Disclosure

A sponsor disclaimer is included on every sponsored video in accordance with platform and FTC disclosure requirements.

Availability

Only 2 sponsorship slots are produced per month. Slots are reserved on a first-confirmed basis — sponsors are encouraged to lock in their slot early.

Invoicing & Payment Methods

An invoice is issued at both the deposit stage and the final payment stage. Each invoice includes a secure online payment link sent directly to the sponsor.

- Accepted via the online invoice link: PayPal, credit card, debit card, Zelle, and most standard payment methods
- No payment processing fees passed on to the sponsor
- Cash payment only outside of invoice methods listed above — no other off-platform arrangements
- Affiliate-only / commission-based deals are not accepted — paid sponsorships only

Video Longevity & Link Duration

- Sponsored videos remain live indefinitely — sponsors continue receiving impressions long after the campaign ends
- Sponsor link stays active in the video description and platform bio(s) for a minimum of 15 days from upload
- Sponsors may use the delivered video for their own promotional purposes (ads, website, social media, etc.) for up to 1 year from the upload date

How Sponsor Links Work

Because each platform handles links differently, here is how a sponsor's website is connected to the viewer on each one:

- YouTube: link placed directly in the video description — fully clickable, no follower minimum
- TikTok: link placed in the channel bio ("Website" field); clickable once the account meets TikTok's eligibility requirements. Captions/comments cannot carry a clickable link, so videos direct viewers to "link in bio"
- Instagram: link placed in the profile bio, since post captions and Reels cannot carry a clickable link; videos direct viewers to "link in bio", with an optional Story link sticker for additional reach
- Facebook: link placed directly in the video post/caption — fully clickable

In short: YouTube and Facebook link straight in the post itself; TikTok and Instagram route viewers to the bio link, since neither platform allows a clickable link in the video caption.

Production Process

A structured, revision-friendly pipeline from agreement to delivery.

1 Deposit & Agreement

Sponsorship agreement is signed via DocuSign, and the 50% deposit is paid before production begins.

2 Concept Pitch

Three story ideas are pitched, with one recommended by Pixel Beef. The sponsor selects a direction. Includes up to 3 rounds of revisions on the chosen concept.

3 Script

A full script is written around the selected concept. Includes up to 3 rounds of revisions, up to 10 notes per round.

4 Animatic / Blocking

Rough animation blocking and timing (the animatic) is produced to show pacing and staging before final animation begins. Includes up to 3 rounds of revisions, up to 10 notes per round.

5 Final Animation

Full final animation is produced in the Pixel Beef pixel-art style. Includes up to 3 rounds of revisions, up to 10 notes per round.

6 Delivery

Final approved video is delivered, sponsor disclaimer included, and published to YouTube with cross-posting to TikTok, Instagram, Facebook, and other platforms at no extra cost. Final 50% balance is due before upload.

Timeline

Most sponsorships are completed start to finish in under 30 days, and can often be done in under 15 days. Actual turnaround depends on the number of revision rounds requested and the complexity of the production.

Interested in reserving a sponsorship slot? Reach out to discuss availability and lock in your production calendar.



** All view counts, follower counts, demographic figures, and watch-through statistics in this document are as of 7/21/2026 and are subject to change.*