

A watercolor illustration of a landscape. In the background, there are three tall, thin evergreen trees on the left and some rounded bushes on the right. The foreground is filled with green grass and numerous small white flowers with yellow centers. The overall style is soft and painterly.

Streammmas 2026

Growing HOPE Together

December 11–22, 2026 · 12 days of live streams · Benefiting Project HOPE

project
HOPE

The big idea

We grow a virtual homestead together, and turn every moment of community into real-world hope.

12 days

December 11–22, back to back

\$5,000

2026 goal for Project HOPE

7th year

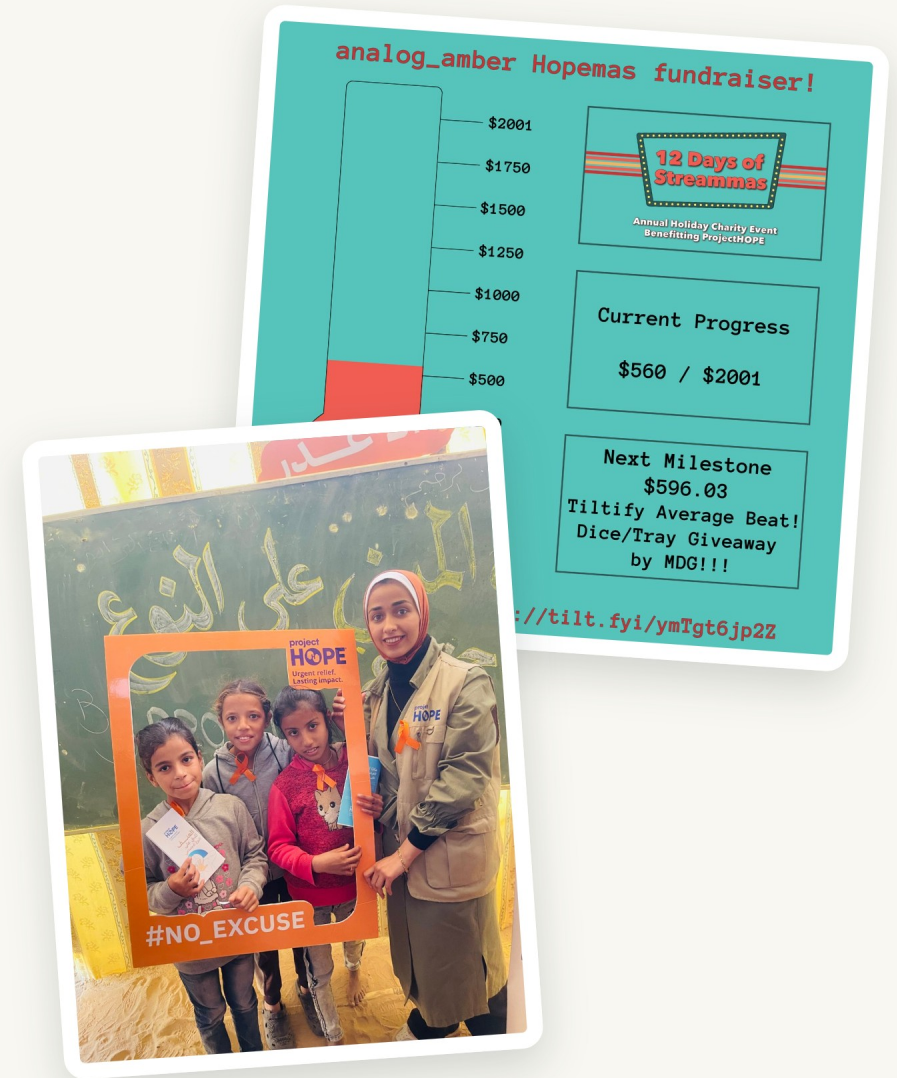
Of Streammas and the Amb Fam

What is Streammas?

Twelve consecutive days of live programming built around gaming, tabletop, creative chaos, community challenges and charitable giving.

Every night brings a different game or activity, a new milestone to chase, and another piece of the event unfolding live, so viewers have a reason to come back.

People can donate and play along, or just share it and cheer us on. **Joining in on the fun is never paywalled.**





Why Project HOPE?

Project HOPE is a global health and humanitarian organization and a 501(c)(3) nonprofit. It works to improve access to healthcare around the world and shows up in times of crisis, in the United States and worldwide.

- ✓ Donations go straight to Project HOPE through Tiltify.
- ✓ Cash sponsorships are donated the same way, never to Amber.
- ✓ Every dollar is visible on the public campaign page.

Amber + the Amb Fam

Amber “analog_amber” Yanyo is a Wisconsin-based Twitch creator, fundraiser, producer and self-described Internet Cool Aunt. Her streams blend indie games, tabletop, community care, humor and advocacy, and her theatre production and project management background keeps big events organized without losing the personality.



The Amb Fam’s core belief: **be kind to yourself, be kind to others, be kind to the world.** If you can do that, you belong.

Twitch	90-day avg	Peak	Discord	Bluesky	X	TikTok	Instagram	Threads	YouTube
2,500	11	627	137	1,000	1,559	500	554	331	58

Followers and members per platform, shown individually, not combined reach. 90-day average concurrent viewers.

Proof we can move people

\$5,788

Raised across all
Streammas events

\$2,176

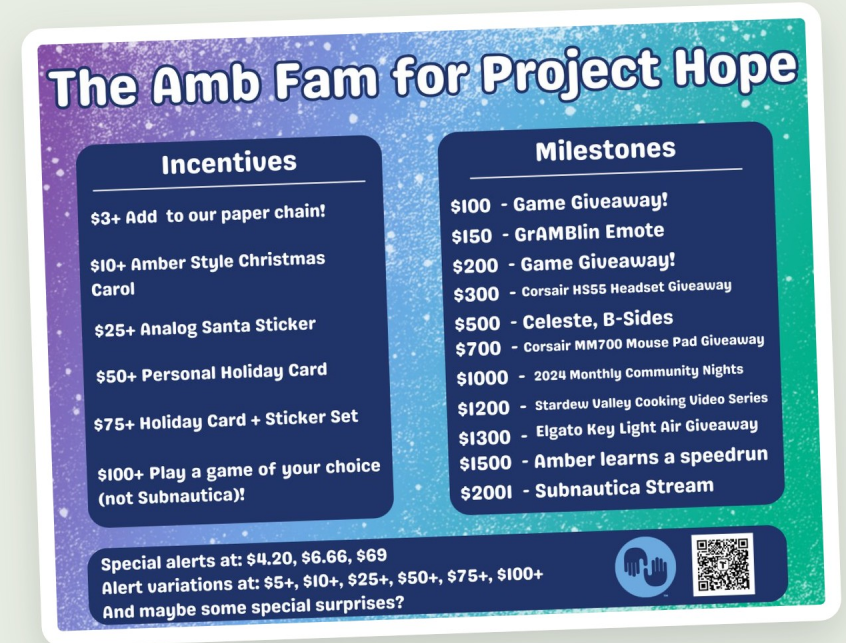
Raised in 2025 alone

37

Unique donors in 2025

\$58.82

Average 2025 gift per donor



Not the biggest room, but a generous one: 37 donors gave nearly \$59 each. For 2026, we're aiming for **\$5,000**.

Tiltify totals: \$5,788.09 lifetime; \$2,176.41 in 2025 from 37 unique donors.

The 2026 experience

A viewer might arrive for a game, stay for a community challenge, chip in toward a milestone, enter a sponsor-supported giveaway, then come back the next night for something completely different.

- 12 consecutive live streams, December 11–22
- A custom-built farming sim that all of chat plays together
- An on-screen homestead that grows as the total grows
- 12 daily achievements to unlock as a community
- Game-show nights, holiday traditions and giveaways



Past Streammas game-show nights, with sponsor logos on the event graphics.

Why this format works

Streammas is a 12-day campaign, not a one-off sponsored stream. Partners show up inside the moments people are already watching for, not as an ad break.



Repeat attention

Twelve nights means twelve chances to be seen and remembered, with messaging that fits each day's activity.



Participation

Giveaways, milestones, achievements and game nights give every sponsor moment something real to attach to.



Context

A farm-and-homestead theme means seeds, coops, cheese and cozy gear fit the story naturally.

New for 2026: signature activations

Adopt an Achievement

Your name on one of the 12 daily achievements, with a shout-out when chat unlocks it.

From Farm Stand · \$250

Own a Floor category

Sponsor a category on our game-show night, like a cheese shop owning “Wisconsin Cheese.”

From Orchard · \$500

The Farmers Market

Small makers each donate one item and get their own market stall on stream.

Market Stall · one item, \$25+

Barn Raising Wall

Local businesses and viewers give \$25+ and get a named plank on our on-screen barn.

Barn Plank · \$25+ donation

Blue Ribbon thank-you

Every partner gets a county-fair ribbon graphic, ready to post and share.

Every partner, every tier

Something custom

Have an idea that fits your brand? Packages are a starting point.

Any tier, by agreement

First come, first served. 12 achievement days available. Market items become prizes; plank gifts go to Project HOPE.

Monetary donation

Community Impact Partners

Recognition	Seed \$100	Farm Stand \$250	Orchard \$500	Barn Builder \$1,000	Harvest \$2,500+
Thank-you page + Blue Ribbon	Yes	Yes	Yes	Yes	Yes
Post-event thank-you	Yes	Yes	Yes	Yes	Yes
Logo in event recap	–	Yes	Yes	Yes	Yes
Verbal thank-you on stream	–	1×	2×	4×	Recurring
Adopt an Achievement day	–	Yes	Yes	Yes	First pick
Rotating sponsor graphic	–	–	Yes	Yes	Yes
Giveaway or milestone	–	–	Shared	1 dedicated	Up to 2
Dedicated social spotlight	–	–	–	1 post	1 + launch post
Impact summary	–	–	–	Yes	Yes
Branded segment or naming	–	–	–	–	If it fits

Donations go directly to Project HOPE through our Tiltify link. All partnerships are non-exclusive; deliverables can be customized.

In-kind donation · products, gift cards, games, gear

Harvest Helpers

Recognition	Seed \$100	Farm Stand \$250	Orchard \$500	Barn Builder \$1,000	Harvest \$2,500+
Thank-you page + Blue Ribbon	Yes	Yes	Yes	Yes	Yes
Product shown and credited	Yes	Yes	Yes	Yes	Yes
Post-event thank-you	Yes	Yes	Yes	Yes	Yes
Social tag in giveaway posts	–	Yes	Yes	Yes	Yes
Adopt an Achievement day	–	Yes	Yes	Yes	First pick
Rotating sponsor graphic	–	–	Yes	Yes	Yes
Verbal brand mention	–	–	1×	2×	Recurring
Dedicated social spotlight	–	–	–	1 post	1 + launch post
Impact summary	–	–	–	Yes	Yes
Product segment or demo	–	–	–	–	If it fits

Level = agreed retail value. One item under \$100? Join the Farmers Market as a Market Stall. Shipping and giveaway rules are set in advance.



Built for integration, not interruption

- No scripted testimonials
- No exclusivity clauses
- No poor-fit product pushes
- No excessive posting requirements
- No breaking the community vibe

Amber talks about partners in her own words. Deliverables, dates and giveaway rules are agreed up front, and every credit is tracked.

Not the biggest room. A room where people know each other.

"Streammas is the most wholesome event on my calendar. The community, the cause, the chaos – it's everything good about Twitch."

Amb Fam community member

"Stream reminds me of hanging out in my parents' basement with my buds. We're all just playing games together and laughing about dumb inside jokes."

Amb Fam community member

PAST PARTNERS

FanRoll by Metallic Dice Games · BARK Box · Warheads · AdvancedGG · Noble Knight Games · Javy Coffee · Playsum

Seven years of Streammas, built on long-running community trust.

From seed to harvest

Four steps, all planned with you in advance. Earlier partners get first pick of achievement days and Floor categories.

BY DEC 1

Plant

Pick a tier or activation and confirm what you'd like to give.

BY DEC 8

Prep

Send your logo, links and any products or codes. We build the graphics.

DEC 11–22

Grow

Twelve days live. Your moments happen exactly as agreed.

BY JAN 15

Harvest

Recap, thank-you posts and your impact summary arrive.

Late additions are welcome while there's room. Giveaway products should arrive by December 8.

Let's grow something good together.

Our 2026 goal: \$5,000 for Project HOPE. Choose a level, adopt a day, or let's build something that fits your brand.

Amber Yanyo · [analog_amber](#) · amber@ambfam.com · ambfam.com

Donate: tilt.fyi/VS61rLZweA

