

Jason Torres' Christmas Birthday Livestream

Friday, Dec 18, 2026 · 2–8 PM ET · Live on X, YouTube, LinkedIn & Twitch

Goal: raise \$10,000 for a good cause.

Hey! I'm throwing a cozy, fun Christmas show for my birthday: holiday games, easygoing chats with tech folks, and a giveaway every single hour. No sales pitches, just good vibes for a good cause. I'd love for you to be part of it.

Who's watching

23K+

combined followers

17.4K

LinkedIn

5.3K

X

~20K

views across platforms at last year's stream

- **Audience:** frontend developers, mostly junior to mid-level, plus a strong DevRel crowd. The people choosing tools now and championing them on their teams next.
- Also live on Twitch (250 followers) and YouTube (100 subscribers).

Sponsorship levels

- **Platinum (3 available): \$3,000 cash or a prize worth \$1,500+.** You own one hour **plus a named segment in it:** the **[Your Brand] Gift Drop** (your guest draws that hour's winner live) or the **[Your Brand] Hot Seat**, a 10-minute holiday chat with someone from your team. Your logo is on screen all six hours, and I thank you at the open and the close.
- **Gold (3 available): \$1,000 cash or a prize worth \$500+.** You own one hour, bring a guest or jump into a game, and get a live giveaway moment.
- **Silver: \$500 cash or a prize worth \$200+.** A shoutout during the stream and a spot on the sponsor logo wall.
- **Community: \$100+ cash or any physical prize.** Your name on the thank-you wall.

Cash and prizes can be combined, and prizes count at retail value. Prizes should be physical gear (think laptops, keyboards, headphones), not product credits or coupons. Six prizes total, one per hour.

Already on board: Laravel, Unkey, Coder, Randstad powered by Torc, and CodeRabbit.

What you walk away with

- **A recap within a week:** viewers per platform, giveaway entry count, and timestamps of every one of your mentions.
- **A CSV of only the people who opted in to hear from you.** Each sponsor gets its own opt-in checkbox on the entry form, so every lead chose you.

Schedule (ET)

- **2:00** Open: welcome, warm-up game, thank-yous · **7:50** Thank-you wall and wrap
- **2:00–7:00** Each hour is owned by a Platinum or Gold sponsor: guest chats, holiday games, and that hour's giveaway

Key dates

- **Nov 13** Claim your level · **Nov 20** Assets due: logo, one URL, 2–3 talking points, and prize, guest, or cash details
- **Nov 30 → Dec 18** Sponsor promo posts run · **Fri, Dec 18** We're live · **Dec 22** Recap sent

Giveaway rules

- One free entry form for all platforms, reached by a QR code or short link. It collects name, email, country, and platform.
- Entry requires agreeing to the official rules, which are posted publicly. No purchase or donation necessary.
- Every giveaway is drawn at random and announced live during the stream.
- **Winners must be present:** respond in the live chat on the platform you entered from within 5 minutes of being called, or a new winner is drawn.

House rules

No product demos, and 2–3 minutes of sponsor talk per hour. Named segments are chats and draws, not pitches. Keep it light!

Let's make it happen: @TasonJorres on X · jason.torres@jetbrains.com · [Full sponsor page](#)