

# FLANK THOMAS

Creator Media Kit 2026

*Former Pro Baseball Player | Creator | Streamer | Gamer Dad*

**188.8K+**

Total Reach

**34.6M+**

Video Views

**153.8K+**

Hours Watched

**1,028+**

Videos Created

**2.4M+**

Total Likes

**7**

Active Platforms

*"You just got FLANKED by The Boss"*

# About

## Brand Story

Jeremy Barfield, known as FlankThomas, brings a unique perspective to content creation with his professional baseball background (2008-2018) spanning the Oakland Athletics, Colorado Rockies, and Boston Red Sox organizations.

Now a dedicated content creator, FlankThomas combines authentic sports expertise with gaming mastery, creating educational and entertaining content that resonates with 188K+ followers across multiple platforms. His signature catchphrase - "You just got FLANKED by The Boss" - has become a rallying cry for his growing community.

### Tags:

Former Pro Player | Content Creator | Gamer Dad | Entertainer | Streamer | Music Artist

# TikTok

@flankthomas

**29.5M+**

Lifetime Video Views

Followers	<b>135.3K</b>
Avg Views per Video	<b>58.5K</b>
Total Likes	<b>2.4M</b>
Total Videos	<b>504</b>
Views (Last 30 Days)	<b>40.9K</b>
Avg Views (Last 30 Days)	<b>20.4K</b>

*Gaming content, baseball highlights, and entertainment*

*Badge: PRIMARY platform*

# YouTube

@flankthomas

**5.1M+**

Total Video Views

Subscribers	<b>37.5K</b>
Total Videos	<b>524</b>
Avg Views per Video	<b>1.9K</b>

*Long-form content, live streams, and MLB The Show gameplay*

*Badge: GROWING*

# Twitch

flankthomas

**153.8K+**

Hours Watched

Followers	<b>16.1K</b>
Avg Stream Views	<b>2.1K</b>
Total Streams	<b>524</b>
Streams (Last 30 Days)	<b>4</b>

*Live gaming streams with engaged community interaction*

*Badge: PARTNER*

# Kick

flankthomas

Followers

7

Status

**New Platform**

*Expanding to Kick for additional streaming reach*

# Instagram

@flankthomas

Followers

**9,116**

Content Type

**Visual**

*Behind-the-scenes content, stories, and lifestyle*

# Facebook

theflankthomas

Status

**Active**

Focus

**Community**

*Community building and audience engagement*

# Threads

@flankthomas

Followers

9,753

Focus

Commentary

*Baseball commentary, insights, and community conversation*

# Engagement

Highlights

**2.4M+**

Total Likes

**34.6M+**

Total Views

**153.8K+**

Hours Watched

**1,028+**

Videos Created

**7**

Active Platforms

# Content Mix

Diverse content across multiple formats

## Gaming Content

45%

MLB The Show gameplay, tutorials, strategy guides, and live stream gaming sessions

## Baseball Analysis

25%

Professional insights, commentary, and behind-the-scenes analysis from a former pro

## Music Content

15%

Original tracks and music videos available on Apple Music and Spotify

## Educational

15%

Tutorials, career advice, and educational content for aspiring players and gamers

# Brand Partners

Trusted collaborations with leading brands

## **G FUEL**

Code: FLANK - 20% OFF

Gaming Energy

## **44 Pro Custom**

Code: 44FLANKED - 20% OFF

Baseball Equipment

## **Turtle Beach**

Code: FLANK - 10% OFF

Gaming Audio

## **Smackin' Seeds**

Code: FLANK - 10% OFF

Baseball Snacks

## **Vivid Seats**

Code: FT44 - 10% OFF

Event Tickets

## **Walmart**

Storefront Partner

Retail Storefront

## **Sam's Club**

Partner

Retail

## **Ubisoft**

Partner

Gaming

## **Blerp**

Streaming Tools



# Collaborate

## Partnership Opportunities

### Content Collaboration

Collaborative content creation with shared creative control

- + Co-created content
- + Shared creative direction
- + Authentic integration
- + Cross-promotion

### Premium Package

Multi-platform integration with dedicated content creation

- + All platforms included
- + Dedicated content pieces
- + Live stream integration
- + Performance reporting
- + Extended campaign duration

### Standard Package

Focused platform integration with targeted content

- + Single platform focus
- + Targeted content
- + Brand mention
- + Discount code support

# Partnership Inquiry

What to include in your outreach:

## 1. Brand Objectives

What are your campaign goals and target audience?

## 2. Campaign Timeline

When do you want to launch and how long will it run?

## 3. Budget Parameters

What's your investment range for this collaboration?

## 4. Content Preferences

Which platforms and content types interest you most?

# Ready to Get **FLANKED** by The Boss?

Join the growing list of successful brand partners who have leveraged FlankThomas's authentic voice and engaged community.

**FlankThomas.com**

TikTok: @flankthomas

YouTube: @flankthomas

Twitch: flankthomas

Kick: flankthomas

Instagram: @flankthomas

Facebook: theflankthomas

Threads: @flankthomas

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