



WOLF PACK

ENTERTAINMENT

CREATOR PARTNERSHIP PROPOSAL

Jonathan Yañez

× Fight Club Energy

Fuel the fighter who already has the audience.

1M+

BOOKS SOLD

190K

OWNED REACH

94.4%

YT APPROVAL

Fight Club fuels the customer. Jonathan already owns them.

Fight Club Energy is built for **athletes, founders, creators, gamers, students, and everyday fighters**. Jonathan Yañez has spent fourteen years assembling exactly that audience: blue-collar truckers, veterans, first responders, gamers, and the creators who lead them. The Pack is the consumer Fight Club wrote on its bottle. Already gathered. Already spending. Already owned.

AUDIENCE FIT

ACTIVATION READY

ASYMMETRIC RETURN

The audience the brand is written for is already on Jonathan's list.



JONATHAN YAÑEZ

AUTHOR · FILMMAKER · PACK LEADER

"Building dreams, creating adventures."

Seventy novels. One franchise. 1M+ sold.

International and *USA Today* bestselling author. Award-winning filmmaker. Built a million-copy career with no agent, no publisher, and no gatekeeper. The kind of operator Fight Club's ambassador program was designed for, except the empire is already built.

- 70+ novels published across 14 years
- Award-winning film: Infinity System (368K views, 94.4% approval)
- Jack London Award · Indie Author Magazine cover
- **Speaker:** WonderCon, Comic-Con, AuthorNation
- **Owner:** Bingebooks · Shelf Space SciFi · The Pack community

Same person. Both bottles.

Fight Club's stated ICP and Jonathan's documented community describe one consumer.

FIGHT CLUB · STATED CUSTOMER

"Built for athletes, founders, creators, gamers, students, and everyday fighters."

- Sustained focus, no crash, clean ingredients
- Combat-coded brand identity
- Gamers and creators in the named ICP
- Ambassador program for content partners
- 2.5oz shots built for transitions and travel

THE PACK · WHO THEY ARE

"Truckers, trades, veterans, first responders, gamers, and the creators who lead them."

- Blue-collar backbone: long drives, shift breaks
- Tactical and combat-adjacent identity
- Gaming: WoW, Call of Duty, D&D
- 54/45 female/male split, apparel lane open
- Buys merchandise unprompted, wears the brand

The audience already exists. And the audience moves.

1M+

BOOKS SOLD · 14 YEARS

70K+

FIVE-STAR REVIEWS

4.32/5

GOODREADS · 31,776 RATINGS

22,273

OPTED-IN EMAIL SUBSCRIBERS

190K

TOTAL OWNED-CHANNEL REACH

94.4%

YT APPROVAL · 368K VIEWS

Corroborated by 10.9M minutes of audiobook listening across Spotify, ACX, and Wolfpack's Shopify storefront. Ebook and paperback sales are larger still.

Three layers of integration. One unified crowd.

Branded social seeds the brand. Story integration plants it in the IP. Personal content makes it real.

01

Branded Social Posts

Recurring presence on Jonathan's owned channels: Instagram, Facebook Page and Group, YouTube. Product in frame, voice in his.

- Reels and short-form (IG + FB)
- YouTube placement on writing-process and trailer content
- Pack-only group activations

02

Story Integration

Fight Club placed inside the Hunters for Hire universe. Mentioned in books and audiobooks where it lands naturally; visible in BTS and pitch assets.

- Audiobook ad reads, Jonathan-voiced
- On-page mention in upcoming novel
- Product in BTS and trailer assets

03

Personal Content

Jonathan as the "everyday fighter" Fight Club sells to. Training, writing routine, the discipline behind a million-copy career.

- Morning routine series
- Training and gym content
- Pack Q&A and ambassador moments

The channels are warm. Walk in on Day 1.

Every concept runs on a platform Jonathan already owns. No paid floor required to reach the Pack.



INSTAGRAM

Reels drive ~1 in 3 new follows

- Knockout Punch on the desk · the writing-day ritual reel
- Citrus Crush at the gym · training before the keyboard
- Pack giveaway: apparel + shots bundle



FACEBOOK PAGE + GROUP

5,600 members · 2,600 active daily

- Pack-only first look at new flavors and merch drops
- Live Q&A: writing on Fight Club, ambassador callouts
- Member-of-the-month with co-branded prize



YOUTUBE

94.4% approval · 61.9% TV-screen watch

- Pre-roll placement on Infinity System episodes
- “How I wrote 70 books” series, Fight Club on the desk
- Co-branded trailer cut for Hunters for Hire

Inside the universe. Not on top of it.

Hunters for Hire is the IP cornerstone of the slate: an action-horror universe of bounty hunters, hellhounds, and the people who fuel themselves to outrun both.

INTEGRATION FORMATS

AUDIOBOOK AD READS

Jonathan-voiced pre-roll and mid-roll across Hunters for Hire and the catalog. The voice the audience trusts.

ON-PAGE MENTION

A product mention inside an upcoming novel: the hero pulls a Fight Club shot before the job. Permanent placement.

BTS AND TRAILER ASSETS


Product visible in behind-the-scenes content, cut-down trailers, and pilot and pitch assets.


CO-BRANDED SHORT FILM


A 60–90 second short in the Hunters for Hire visual language. Distributed across both brands' channels.

WHY IT WORKS

The Pack already reads action-horror. The Pack already buys merchandise from the universe. Story integration is the format with the longest tail because the IP outlives the campaign.

 Permanent on-page placement

 Audiobook scale: 10.9M minutes

 Live across slate development

Documentary. Not advertising.

Jonathan is the “everyday fighter” Fight Club sells to. Show that story honestly: discipline, output, training, the writer’s grind.



MORNING ROUTINE

The first 90 minutes of a writer who has published 70 novels. The discipline that compounds. Fight Club opens the day.



TRAINING BLOCK

Personal-training background carried into a daily lift and conditioning session. Sustained focus, lived in.



PACK SPOTLIGHTS

Members of the Pack who fit the “everyday fighter” identity. Their story, sponsored by Fight Club.



AMBASSADOR DROPS

Co-branded apparel moments: the Hoodie, the Trucker Hat, the Crop. Pack-only first access.

What Wolfpack brings. What Fight Club brings.

WHAT WOLFPACK BRINGS

- ✓ A 14-year, 1M+ copy IP catalog as the integration surface
- ✓ 190K owned reach, 22,273 opted-in email, no paid floor
- ✓ 94.4% YouTube approval, TV-first watch behavior
- ✓ A community that buys merchandise unprompted
- ✓ On-page audiobook + novel placement, permanent shelf life
- ✓ Hunters for Hire slate as long-tail integration

WHAT FIGHT CLUB BRINGS

- ✓ Product supply for content shoots and Pack giveaways
- ✓ Cash sponsorship tied to deliverables, not impressions
- ✓ Co-branded apparel collaboration (hoodie, hat, crop)
- ✓ Ambassador-program inclusion and cross-promotion
- ✓ Brand-side amplification across Fight Club channels
- ✓ Affiliate or revenue share on Pack-driven sales

A 90-day pilot. A real deal. A repeatable engine.

Start with a contained pilot that proves the integration model and produces hard numbers. From there, scale into a year-long ambassador relationship tied to the Hunters for Hire slate.

PILOT

0-90 DAYS

Prove the model.

- Branded social cadence on IG, FB, YouTube
- Audiobook ad-read on 1 Hunters for Hire title
- 1 co-branded apparel drop
- Tracking link + promo code for attribution

SCALE

90-270 DAYS

Expand what worked.

- Key mentions in Hunters for Hire script / novel
- Pack giveaways and ambassador recruiting
- Personal-content series (training, routine)
- Co-branded short film for both channels

LOCK

12 MONTHS

Become the slate's fuel.

- Slate-level integration in Hunters for Hire BTS
- Yearly ambassador agreement with reset KPIs
- Revenue share on Pack-driven Fight Club sales
- First-look on future Wolfpack IP integrations

Next step: a 30-minute call to align on pilot scope. Contact: kyle@onspark.com