

MITCHELL ROBINSON x [BRAND] — PARTNERSHIP OPPORTUNITY Report #043 · April 11, 2026

MITCHELL ROBINSON

NEW YORK KNICKS · CENTER · #23 · @mrobinson23_

678K combined followers · 3.81% avg engagement · 3.5x industry benchmark

WHY PARTNER WITH MITCHELL — RIGHT NOW

- Knicks playoff push = peak national media exposure
- 22-pt performance (Apr 10) featured by NBA.com & Bleacher Report — earned media wave continues
- Social audience up +13K in 30 days across platforms
- Authentic voice — brands trust his reach; audiences trust him
- NY market = broadest sponsor exposure in US sports

COMBINED AUDIENCE SNAPSHOT — APRIL 11, 2026

678K

+13K in 30 days
COMBINED FOLLOWERS
(IG + TIKTOK)

3.81%

3.5x industry benchmark
COMBINED AVG
ENGAGEMENT RATE

114K

IG reach + TikTok avg views
EST. IMPRESSIONS
/ BRAND POST

22K

Mar 22 viral reaction post
PEAK POST LIKES (IG)

Industry avg ER for athletes 100K–500K: 1.1% | Mitchell's combined 3.8% is 3.5x that benchmark

CURRENT BUZZ — WEEK OF APRIL 5–11, 2026

ACTIVE BUZZ — 22 PTS vs. Celtics (Apr 10) — NBA.com Featured Highlight

Robinson posted a season-high 22 points and 11 rebounds in the Knicks' 115–108 win over Boston on Apr 10, triggering national coverage from NBA.com, Bleacher Report, Empire Sports Media and NY Knicks News. His 17-pt outing vs. Chicago (Apr 3) and 7/7/3 line vs. the Celtics (Apr 9) cement the 'Knicks NEED Robinson' media frame heading into the postseason. Brand takeaway: when Robinson plays well, his social spikes — a brand attached to him rides earned media for free.

PLATFORM BREAKDOWN — TWO AUDIENCES, ONE VOICE

INSTAGRAM

@mrobinson23_

262K

+4K / 30d

Followers

2.63%

Avg Engagement Rate

6K

Avg Likes / Post

52K

+52K+ est. brand impressions per IG activation

Especially: Playoff content driving highest-performing posts

2.1x / wk

Posting Frequency

B+

Social Blade Grade

TIKTOK

@mrobinson23

415K

+8K / 30d

Followers

5.42%

Avg Engagement Rate

89K

Avg Video Views

412K

+5.42% ER = 4.9x industry avg

Peak Video Views: Viral ceiling 410K+ views (Bleacher Report re-share)

1.4x / wk

Posting Frequency

1.2M

Total Lifetime Likes

GROWTH TRAJECTORY — WHY THE TREND LINE POINTS UP

Instagram gained 4,300 net new followers in the past 30 days — ~85% organic, driven by playoff content and emotionally resonant personal posts. TikTok remains the faster-growth platform relative to its size, adding 8,700 followers in 30 days (+2.1% monthly rate). At current trajectory, combined audience crosses 750K by mid-summer. The window for brands to enter at current pricing is narrow — as the audience scales, rate cards scale with it. Entering now means locking in undermarket pricing on an accelerating asset.

PLATFORM PERFORMANCE — INSTAGRAM & TIKTOK DEEP DIVE

Mitchell Robinson · April 11, 2026

INSTAGRAM — POST PERFORMANCE (TRAILING 12 POSTS)

DATE	CAPTION	LIKES	COMMENTS	ENG RATE	TYPE	TIER
Apr 10	Game 7 energy. Let's run it back n	19K	780	7.55%	Photo	GOLD
Apr 7	Playoffs mode on n	19K	740	7.52%	Photo	GOLD
Apr 4	Family time recharges everything	9K	290	3.60%	Carousel	GOLD
Mar 30	Back to back W's. We cooking n	8K	185	3.06%	Photo	WHITE
Mar 27	From dad to daughter Riley n	14K	620	5.68%	Photo	GOLD
Mar 22	Let's get gritty then. Yall ain't...	22K	980	8.96%	Video	GOLD
Mar 18	Hard work > everything	5K	104	2.03%	Photo	WHITE
Mar 15	MSG is different at night n	9K	310	3.41%	Photo	WHITE
Mar 11	Off day looks n	3K	88	1.22%	Photo	GREY
Mar 7	Accountability starts with me	7K	195	2.68%	Repost	WHITE
Mar 3	Big Country szn nn	4K	112	1.73%	Photo	GREY
Feb 28	Energy in the building n	6K	134	2.20%	Photo	WHITE

◆ GOLD = Top Performer (≥2x avg ER) ◆ WHITE = Average ◆ GREY = Below Average Gold posts = proven content types for brand integrations
Playoff content (Apr 10, Apr 7) and emotional/authentic posts (Mar 22, Mar 27) spike ER to 7–9%. Brands that align with these content moments see maximum organic amplification.

TIKTOK DEEP DIVE · INSTAGRAM AUDIENCE PROFILE

TIKTOK @mrobinson23

415K followers
 A full second audience — 416K reached independently of IG.
5.42% avg ER
 Nearly 5x industry avg. Smaller audience, hyper-engaged.
89K avg views
 Per video — brand posts reach beyond follower count.
412K peak views
 Bleacher Report re-share → 412K views in <48 hours.
+8K / 30d
 Fastest-growing platform in Robinson's portfolio.
1.2M total likes
 Proof of sustained audience investment over time.

INSTAGRAM AUDIENCE PROFILE @mrobinson23_

61% Male / 39% Female
 Audience gender split (estimated).
68% Age 18–34
 Core demographic — highest purchasing intent.
~73% US-based
 Domestic audience concentration (estimated).
NY #1 Top City
 New York = #1 city by engagement.
262K followers
 IG audience tracked separately from TikTok.
2.63% avg ER
 Platform average, all content types combined.

OPPORTUNITY TikTok is currently underposted. A brand collab that increases posting frequency wins twice.

* Demographics estimated from platform averages for NBA athlete accounts in NY market

PARTNERSHIP OPPORTUNITY — TIERS, ROI & CALL TO ACTION

Mitchell Robinson - April 11, 2026

THE CASE FOR MITCHELL ROBINSON — UNDERPRICED, OVERDELIVERING

At 678K combined followers and a 3.8% engagement rate — 3.5x the industry benchmark — Mitchell Robinson is one of the most undervalued brand assets in professional basketball. His audience is real, engaged, and concentrated in the highest-value demo (18–34, 68%) in the highest-value market (New York). An estimated 114K impressions per post at current rate-card pricing translates to a cost-per-impression that undercuts display advertising, general influencer rates, and every comparable NBA athlete at his tier. He is not priced like a star — but he delivers like one.

COST PER IMPRESSION — MITCHELL VS. MARKET BENCHMARKS

Mitchell Robinson (est. CPI)	\$0.18
General Influencer avg CPI	\$0.50
Local TV :30 spot CPM-equiv.	\$0.85
Display Advertising avg CPI	\$0.30

PARTNERSHIP TIERS — CHOOSE YOUR LEVEL OF INVESTMENT

TIER	DELIVERABLES	EST. IMPRESSIONS	BRAND VALUE	SUGGESTED RATE
SINGLE POST	1 IG Feed Post + 1 Story	~65,000 combined	Product placement, caption tag, Story	\$5,000 – \$8,000
ACTIVATION	2 IG Posts + 2 TikTok Videos + Stories	~220,000 combined	Narrative integration, BTS content, C	\$14,000 – \$20,000
CAMPAIGN	8 IG Posts + 6 TikTok + Reels + Stories (4-week)	~650,000+ combined	Full brand ambassador, playoff integrat	\$35,000 – \$55,000
SEASON	Ongoing monthly activations + exclusivity option	1M+ / season	First-to-market, full content library righ	\$80,000 – \$120,000

WHY ROBINSON'S AUDIENCE CONVERTS

Trust-First Content

Robinson doesn't post like an ad machine. His candid, authentic voice builds genuine trust — brands that integrate naturally see 3–5x higher click-through than scripted influencer posts.

High-Value Demographics

68% of his audience is 18–34, concentrated in New York — the exact demographic that drives sneaker, apparel, food, and lifestyle purchases.

NY Market Premium

New York City is the #1 media market in the US. Reach in New York amplifies earned press, resale, and event-based ROI in ways no other city can match. Robinson is a Knicks icon in the making.

Playoff Audience Surge

Playoff basketball in NY doubles average social reach for Knicks players. A brand activating now rides a seasonal surge that generates 2–3x above-baseline impressions.

READY TO PARTNER WITH MITCHELL ROBINSON?

Contact Nick Carozo to discuss custom activations, rates, and timelines

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CAROZO MEDIA LLC

APPENDIX — DATA REFERENCE & METHODOLOGY

METRIC	INSTAGRAM	TIKTOK	COMBINED	METHOD
Followers	262,200	415,800	678,000	Live profile scrape
Avg Engagement Rate	2.63%	5.42%	3.81%	(Likes+Cmts)/Followers
Avg Likes / Post	6,450	—	—	Last 12 / last 10 posts
Est. Reach / Post	~52,400	~89,000	~114,000	Followers x reach ratio
30-Day Growth	+4,300	+8,700	+13,000	Net follower delta
Posting Frequency	2.1x / wk	1.4x / wk	3.5x / wk	Last 30-day count
Est. CPI	\$0.15	\$0.21	\$0.18 avg	Rate card / impressions
Social Blade Grade	B+	—	—	socialblade.com
Data Pulled	April 11, 2026	April 11, 2026	—	Web aggregation