



# ROB NUNNERY

PRO ATHLETE. CREATOR. IBD ADVOCATE.

*Proving Limitations Are Negotiable.*

# EXECUTIVE SUMMARY



**19 PRO  
TITLES**

Won since getting  
sick in 2022



**27M+  
REACH**

Monthly reach across  
all platforms



**123,500+  
FOLLOWERS**

850% Growth  
(Jan-Feb 2026)



**UNIQUE  
IDENTITY**

The only pro athlete  
documenting a complete  
proctectomy in real-time.

# ELITE PERFORMANCE AT 40

## 19 PROFESSIONAL TITLES

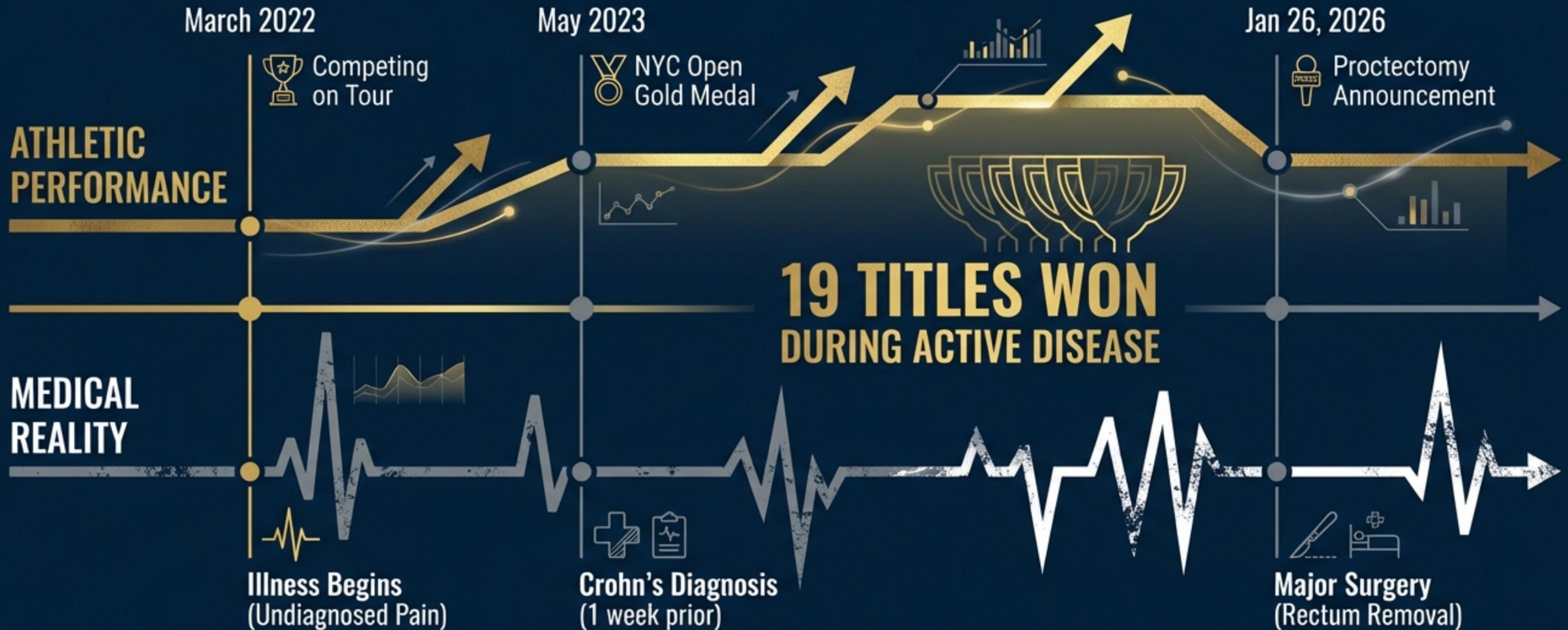
Won Since 2022 (During Active Disease)

- ✓ **2021:** First Major League Pickleball (MLP) Champion
- ✓ **2023-24:** #1 Men's Doubles Ranking (APP Tour)
- ✓ **2025:** Dubai Open Gold Medal (Won 10 weeks post-surgery)

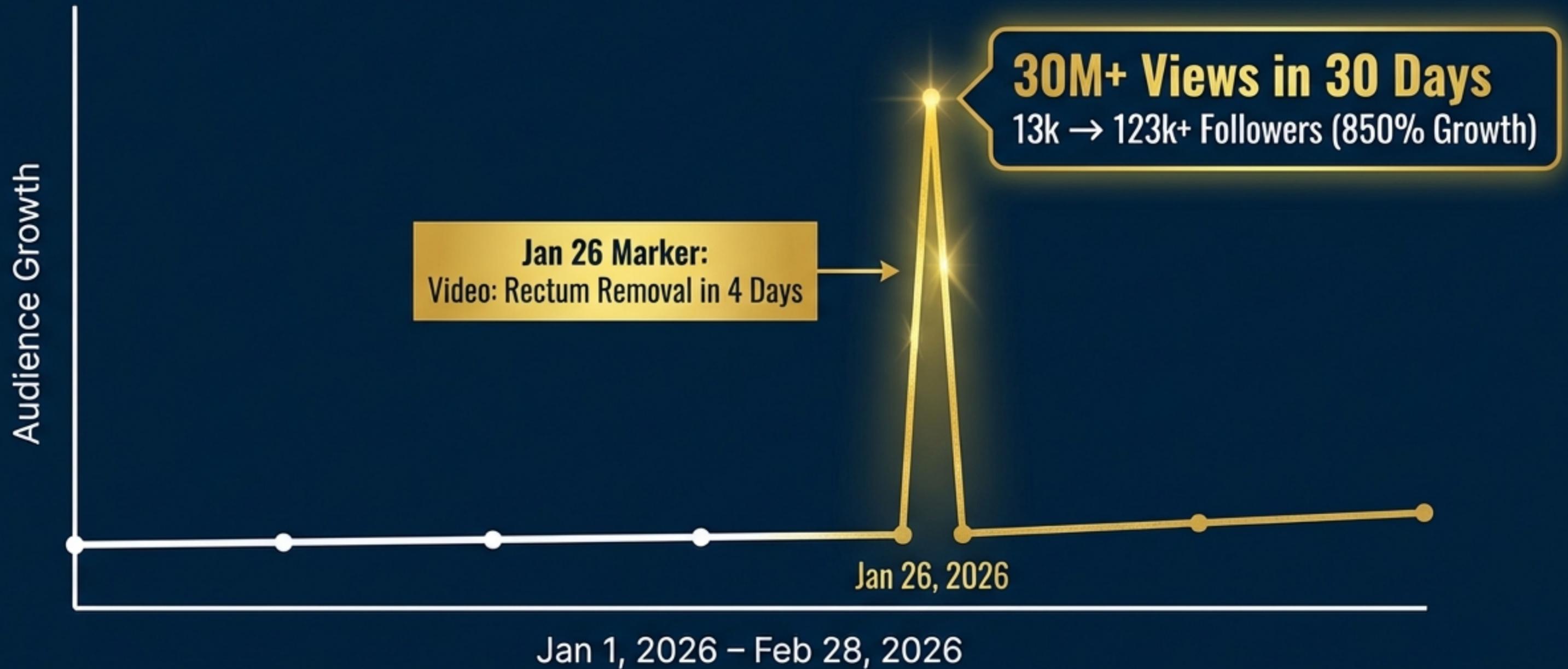


*"Overcoming disease is the wrong goal. Adapting is the reality."*

# THE INVISIBLE WAR



# THE VIRAL BREAKTHROUGH



Vulnerability sparked a movement.

# PLATFORM METRICS



**74.2K**

Followers

**12.9M**

Monthly Views

**4.7M**

Accounts Reached



**26K**

Followers

**6.9M**

Views

**91,000%**

View Increase



**23.3K**

Followers

**7.9M**

Views

High Community  
Retention

**27M+ MONTHLY REACH ACROSS ECOSYSTEM**

# AUDIENCE COMPOSITION

## THE COMPETITORS

- Pickleball Players
- Fitness Enthusiasts
- Athletes

## RESILIENCE SEEKERS

Action-takers motivated by adaptation.

## THE WARRIORS

- IBD/Crohn's Patients
- Ostomates
- Medical Pros

**Demographics:**  
Adults 25-54 | High Intent

# ENGAGEMENT DEPTH

Industry Average

1-3%

**Rob Nunnery**

8-12%

**86.8%**  
**Non-Follower  
Reach**

High 'Save' and 'Share' rates indicate content is used as an educational resource.

# CONTENT PILLARS



## MEDICAL REALITY

Unfiltered documentation of surgery and recovery.



## ELITE PERFORMANCE

Pro tour competition, training, and winning at 40.



## ADVOCACY & EDUCATION

Breaking stigma, mental health, and navigating healthcare.



## ADAPTIVE MINDSET

Converting suffering into utility.

# BAG & PADDLE

Long-form storytelling IP.



## PODCAST

Conversations with athletes thriving with ostomies.

Guests: Ella Cosma (Pro Pickleball), Alex McPherson (NCAA Kicker).



## NEWSLETTER

Deep dives into health autonomy and resilience.

Long-form engagement for deep brand integration.

# PRESS & PARTNERS



Pro Pickleball Player Wins Big  
Against Crohn's



(United Ostomy Associations of America)

From Pain to Purpose



The Invisible War Feature



National PSA Campaign

# PARTNERSHIP INVENTORY

## DIGITAL ASSETS

- ✓ Branded Reels/TikToks (Product Integration)
- ✓ “Road to Recovery” Series Sponsorship
- ✓ Podcast/Newsletter Ad Spots
- ✓ Educational Tutorials

## PHYSICAL & EVENT ASSETS

- ✓ Logo on Jersey/Shorts (Pro Tour)
- ✓ Paddle & Bag Branding
- ✓ Speaking Engagements
- ✓ Event Appearances

**“CONVERTING SUFFERING  
INTO UTILITY AND INSTABILITY  
INTO STABILITY.”**

**LET’S REDEFINE WHAT’S POSSIBLE.**

partners@robnunnery.com  
robnunnery.com

© 2026 Rob Nunnery