

# THE 2021 GUIDE TO GETTING BACK TO LIVE



**Contact:**

Andrea Iranpour  
Vice President, Client Services  
805-499-5303 x110

andrea@southportmktg.com  
southportmktg.com

**Campaign:** Rocket Mortgage Draft House

**Client:** Los Angeles Rams



When the Los Angeles Rams decided to be the only NFL team to conduct the 2021 NFL Draft away from their headquarters, they hired Southport to find a house, transform it into a co-branded masterpiece, produce a COVID safe promo shoot, and activate various partner events over a 30-day period.

Southport managed a month-long search of available filming locations and vacation rental homes throughout the Los Angeles area that could not only safely accommodate the football staff during the draft, but also provided scenic views and key features to allow for a celebrity-filled promo shoot, season-ticket holder events, and partner activations.

The Rams chose a 9,000 square foot home in Malibu with large windows that created an open-air main area, six bedrooms, a backyard that features an infinity pool, and an amazing view of the Pacific Ocean. Partner Rocket Mortgage was tapped to be the title sponsor of the Rocket Draft House with the activation culminating in a sweepstakes with one lucky winner and three guests enjoying a three-day, two-night stay at the beautiful home.

To kick off a year that will culminate with the Super Bowl returning to Los Angeles for the first time in nearly 30 years, the Rams put a distinctly LA spin on the Draft. The converted luxury home became a unique location to serve as Head Coach Sean McVay and his staff's Draft headquarters April 29 – May 1, as well as host other team business throughout the month of May. The Rams were the only NFL team to make their selections away from their team headquarters which generated the most organic media coverage of any team in the NFL.

"To complement the bold leadership of Les and Coach McVay, we continue to push the envelope in how we operate and collaborate with our partners," said Lexi VonderLieth, Rams Vice President of Partnership Marketing. "We are thrilled to work with Rocket Mortgage to build this stunning and first-of-its-kind Draft headquarters and set the foundation for drafting a little differently for years to come."

The Rams produced live Draft coverage from the Rocket Mortgage Draft House, including up-to-date content about each of the team's selections and live shows. In addition, the Rams "Inside the Draft presented by Rocket Mortgage" series provided a behind-the-scenes look at what goes into building a championship roster.

"There is a simple philosophy when it comes to working with our partners, 'First. Best. Only.' We love to build fun, engaging activations that have never been done before — like what we are doing here with the Rams," said Casey Hurbis, Rocket Mortgage Chief Marketing Officer. "The Rocket Mortgage Draft House creates a relaxing atmosphere for the Rams to make their selections in the draft, while also providing four lucky fans an opportunity to participate in a unique experience of their own."

Following the Draft, the Rocket Mortgage Draft House hosted exclusive experiences (ex. oil changes provided by Castrol to select season ticket holders) and provided a backdrop for original content for the Rams and their partners.

Here are some of the videos shot and produced by the Los Angeles Rams at the Rocket Mortgage Draft House:

**Teaser video:** <https://youtu.be/gLuKn2kCqEO> | **Rebel Wilson Promo Video:** [https://youtu.be/uKH79fQxu\\_c](https://youtu.be/uKH79fQxu_c)  
**Blooper Reel:** <https://youtu.be/pgab7TQOigc> | **Inside the Draft Episode 1:** <https://youtu.be/Mm507Ou2EyI>

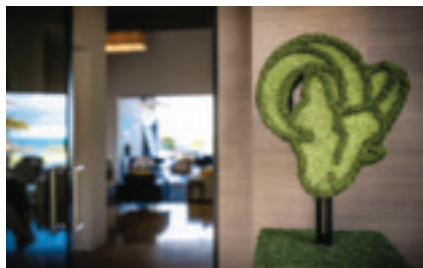


Photo Credit — Brevin Townsell — Los Angeles Rams