



# TikTok





# ROCKET DRAFT DAYS

*Group 6 – Pitch Project V2*

**#RocketDraftDays**

*ROUND 1*



# AGENDA

1. Campaign/Event Overview (Pg. 5-21)
2. Marketing – The Nitty Gritty (Pg. 22-33)
3. FOC Support (Pg. 34-35)
4. KPIs (Pg. 36-37)
5. Budget (Pg. 38-39)
6. Appendix (Pg. 42-51)





# THE TEAM



**Victoria Araj**  
Our Coach And  
Mentor



**Zoe Zinchook**  
Project  
Management  
Intern



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Photo Intern



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Copy Editor  
Intern



**Ava Giannetti**  
Business  
Strategy Intern



# CAMPAIGN INTRODUCTION

# ROCKET DRAFT DAYS EVENT

## THE GOAL:

Increase brand awareness of Rocket Companies, positive opinion and deliver value during the 2024 NFL Draft while benefiting the Detroit community, residents and visitors.

## THE GAME PLAN:

Tie threads by expanding our partnership with the NFL to include our Rocket Family of Companies and leverage our Bedrock portfolio and external venues to host incredible and unforgettable experiences.

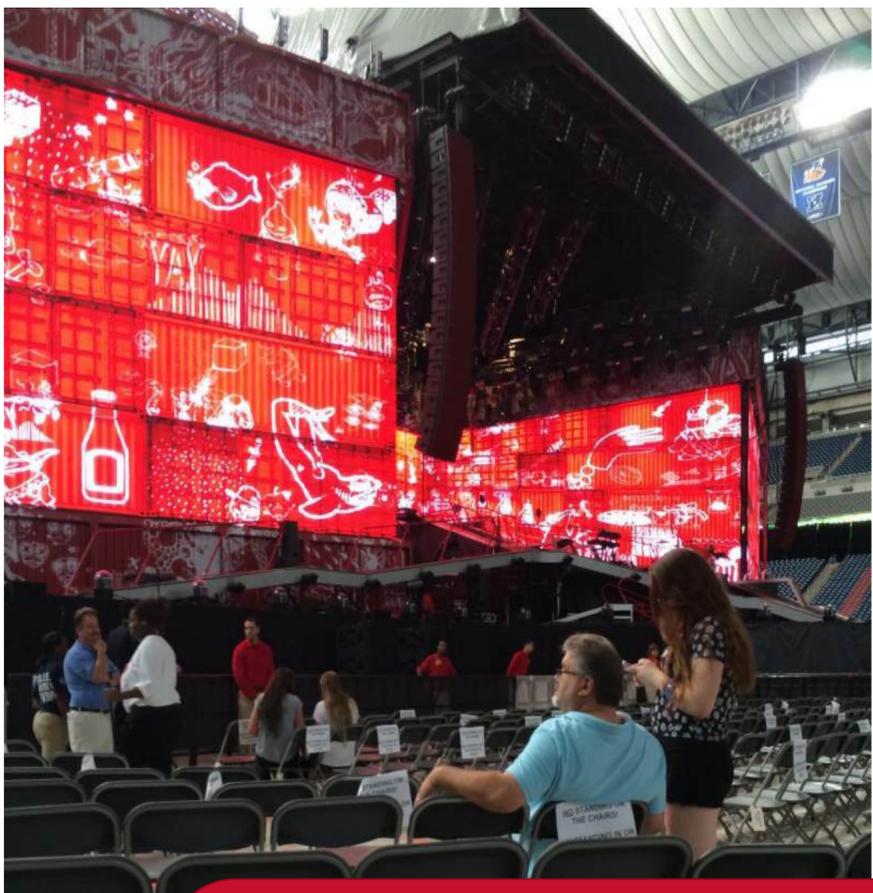


# WHAT



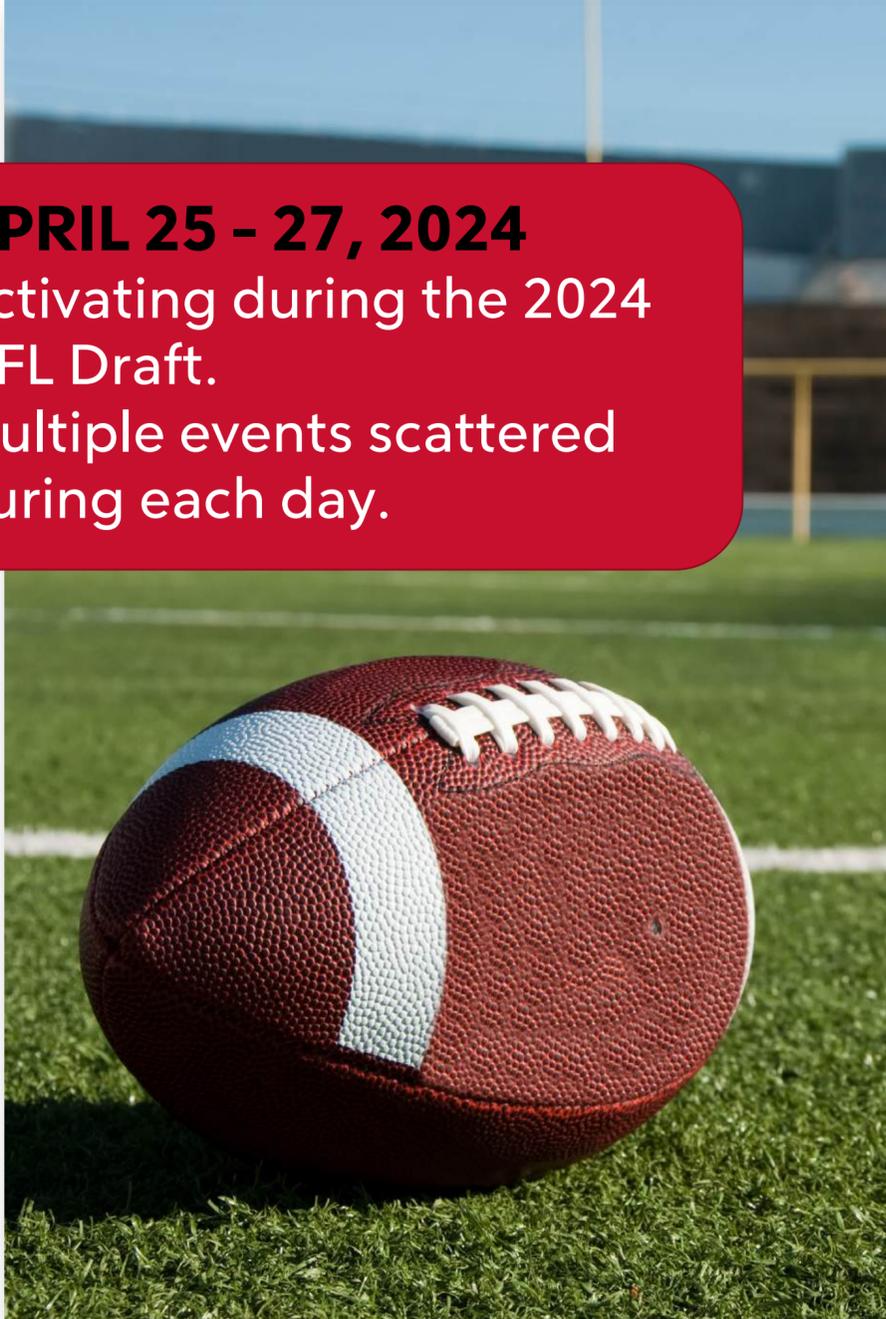
**3-DAY FESTIVAL**  
Concerts, parties, food, sports, games and more activating on Rocket brands.

# WHERE



**DOWNTOWN DETROIT**  
Ford Field, Grand Circus Park, Comerica Park Parking Lot.

# WHEN



**APRIL 25 - 27, 2024**  
Activating during the 2024 NFL Draft.  
Multiple events scattered during each day.

# WHO

**NATIONAL AUDIENCE** – Football fans, festival enthusiasts, music lovers, travelers

- Dedicated marketing materials: social media, web, PR, event website (ticket registration)

**ON-SITE ACTIVATION** – Local Michigan/Canadian residents attending the draft downtown, NFL fans and visitors traveling for the draft from around the country

- Dedicated marketing materials: signage, print media



# TIMELINE

## NFL AND ROCKET



**LEGEND:**

- = Pull Back Resources
- = Ramp It Up
- = All In

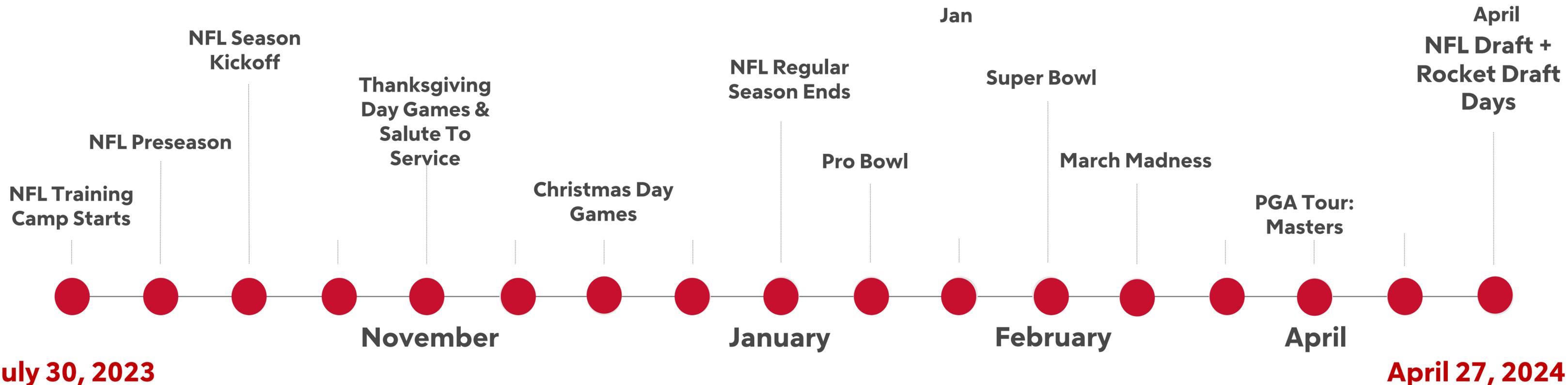
**SOCIAL & DIGITAL**



**OUT-OF-HOME**



**EMAIL**





# TAG LINES/CONCEPTS

1. Rocket Can, Detroit Will.
2. Rocket Can Make All Your Field Goals Come True.

Hashtag: #RocketDraftDays



# PARTNERSHIP LAUNCH & ACTIVATION

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**ROCKET**





# LOGO VERSIONS



# LOGO LOCKUPS





# ONSITE-ACTIVATION: DECADES OF DETROIT

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## Concert & After Party

Our main attraction will be held at **Ford Field** each night to celebrate the **draft picks**, honor decades' worth of **Detroit artists** and party in the best music and sports city.

A music experience only  
Detroit can bring you!





# CONCERT POSTER

Activate **Ford Field** for 3 incredible nights of music from the 60s to present-day with **live artists, DJs** mixing the legends, unique holograms and **player appearances.**

## DECADES OF DETROIT

APRIL 25 - 27, 2024

FEATURING DJ - TWO FRIENDS



Day 1- Wednesday, April 25

### EMINEM

TEE GRIZZLEY - THE TEMPTATIONS - SMOKEY ROBINSON  
D12 - SONNY BONO (H) - MARVIN GAYE (H)

Day 2- Thursday, April 26

### LIZZO

STEVIE WONDER - KASH DOLL - MADONNA  
THE WHITE STRIPES - DIANA ROSS - THE SUPREMES (H)

Day 3- Friday, April 27

### BIG SEAN

BOB SEGER - DOUGHBOYZ CASHOUT  
THE DEGENERATES - ARETHA FRANKLIN (H)

(H) - HOLOGRAM



GET YOUR TICKETS NOW AT [ROCKETDRAFTDAYS.COM](https://ROCKETDRAFTDAYS.COM)



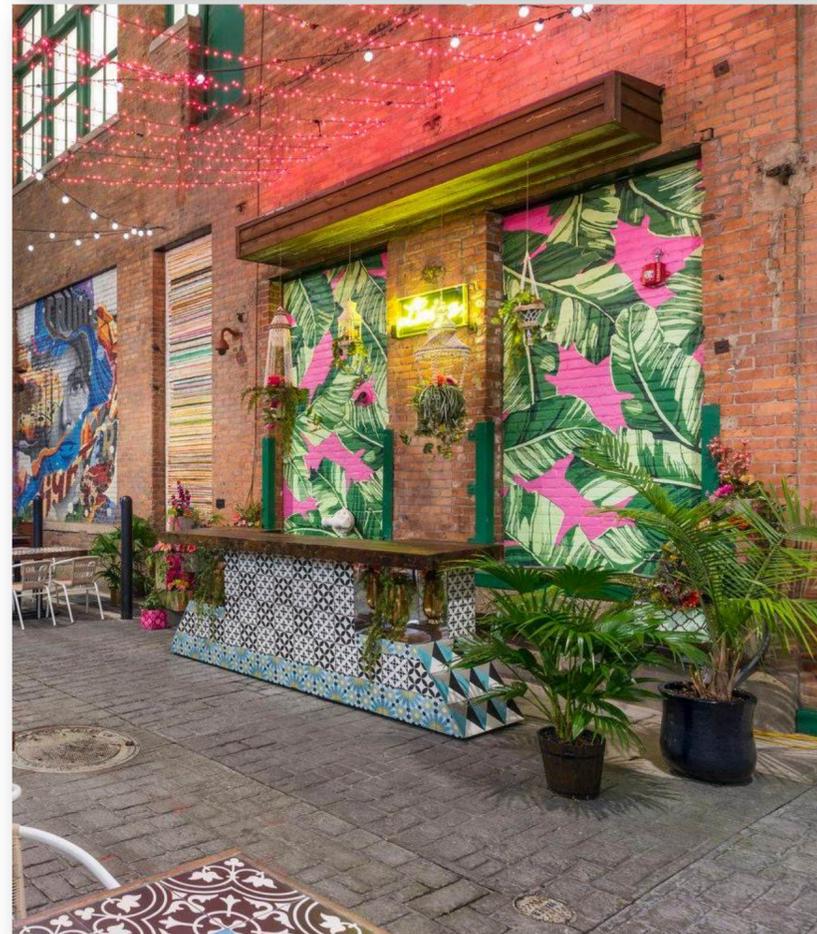
# ON-SITE ACTIVATION: FOOD AND BEVERAGE POP-UPS AND PROMOTIONS

**Eating our own dog food** by enlisting Bedrock tenants, bars and local food trucks to give our visitors the tastiest food and quality service we always promise.

**THE DEALS (10:00 a.m. – 11:00 p.m.)  
EVERY DAY**

25% Bedrock favorite restaurants

15% food trucks





## **ON-SITE ACTIVATION: ROCKET AUTO BUMPER CARS**

Located at Comerica parking lot.  
Vendor option: Big Ground Wheel.

Ramping up the fun with Rocket Auto-branded bumper cars to elevate the city and give people exciting things to do.

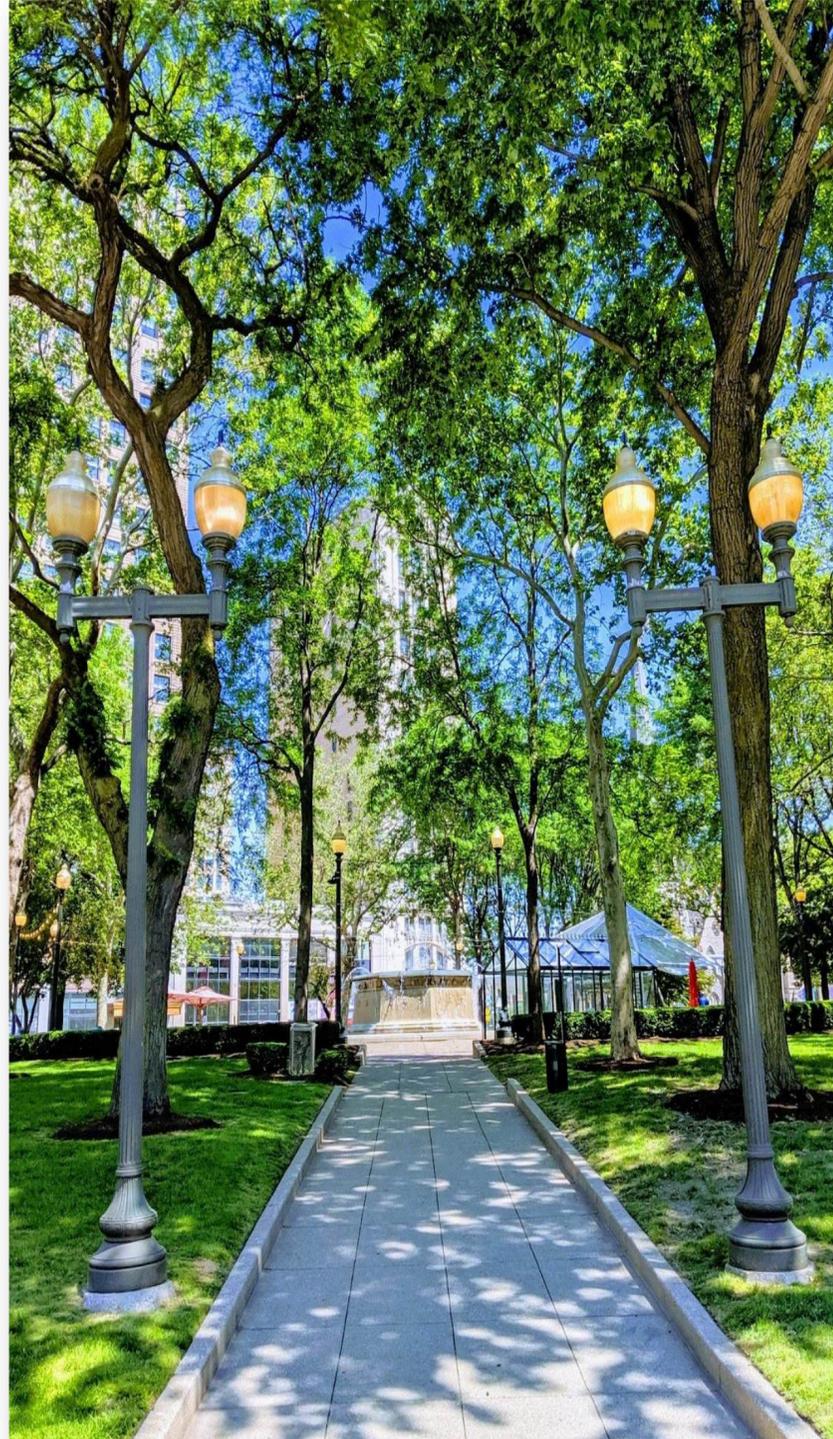
# **ROCKET Auto**





# ON-SITE ACTIVATION: GAMES AND GIVEAWAYS

Location: Grand Circus Park.



**ON-SITE ACTIVATION:  
ROCKET-SOLAR  
POWERED TENTS &  
PHOTO BACKDROPS**  
Located at Comerica  
parking lot.

Rocket Solar-powered tents with heated floors, Wi-Fi integration and charging areas with a solar advisor station for anyone to get started with us. Photo backdrop to remember the festival forever and DJ table!



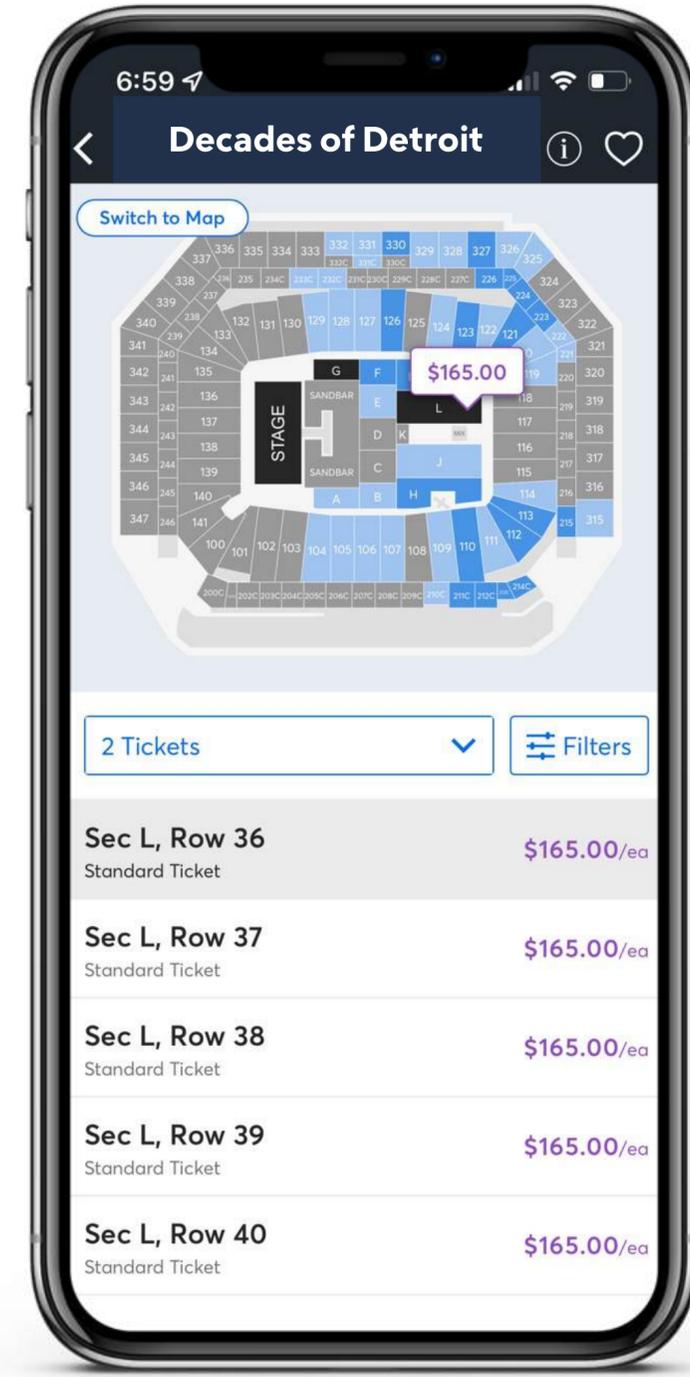
# TICKET PURCHASE & REGISTRATION

**Base Entry Fee** (includes access to event areas + deals): **\$100** for adults, **\$50** for kids under 14 years old

- **Concert Tickets** for additional price based on seating

**20%** of proceeds go for charity distribution to **ROCKET** Community Fund .

Rocket Draft Day tickets available at **RocketDraftDays.com** and seating at **Ticketmaster (Ford Field).**





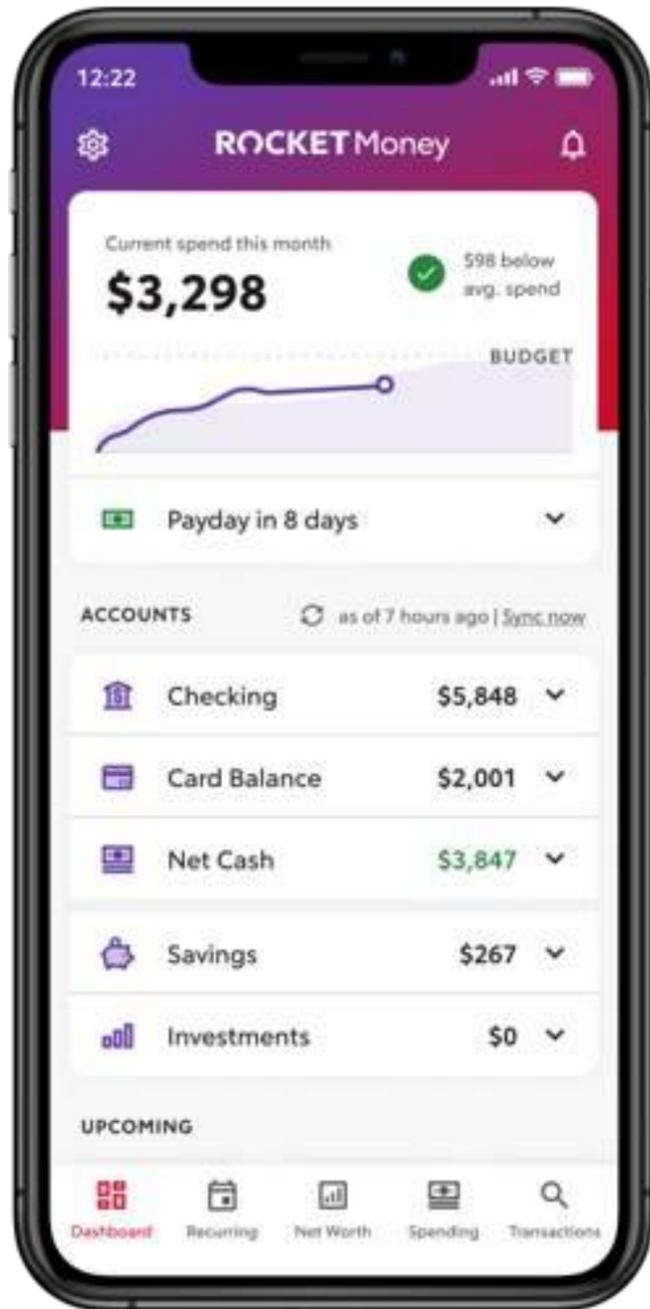
# FLOWCODE ACTIVATION

UNIQUE CODE FOR TICKET PURCHASE





# ROCKET MONEY & ROCKET CREDIT CARD



**NO annual fees and 0% intro APR for 32 months when you apply for the Rocket Credit Card!**

**FREE 7-day premium trial period with Rocket Money platform!**



# THE NITTY GRITTY

*Marketing*



# RADIO/SPOTIFY

SPOTS ACTIVATED PRIOR TO EVENT DAYS

***"ROCKET DRAFT DAYS" :15***

**VO: Rocket is kicking off the NFL Draft this spring in downtown Detroit.**

**VO: So, don't miss out on all the action with all your favorite Detroit artists, including Big Sean, Eminem, Madonna, Stevie Wonder, Lizzo and more!**

**VO: Ongoing promotions on Bedrock-favorite restaurants and food trucks, as well as games are also included.**

**VO: This is a one-of-a-kind Motor City experience. Make sure to visit our website at [RocketDraftDays.com](https://RocketDraftDays.com) and get your tickets today!**





# OUT-OF-HOME

*Advertising*



SUPPORTING MEDIA PLACEMENTS

*Phase I: Pre-Activation*



# SIGNAGE/PRINT MEDIA



Signage will be on display in Monroe Street Midway and deliver promotional messaging and event information.





# SOCIAL

*& DIGITAL*



# INFLUENCER PARTNERS



**Big Sean**

Rapper  
Songwriter

15.2 M

INSTAGRAM  
FOLLOWING



**Lizzo**

Singer  
Songwriter

12.8 M



**Simu Liu**

Canadian  
Actor

2.8 M



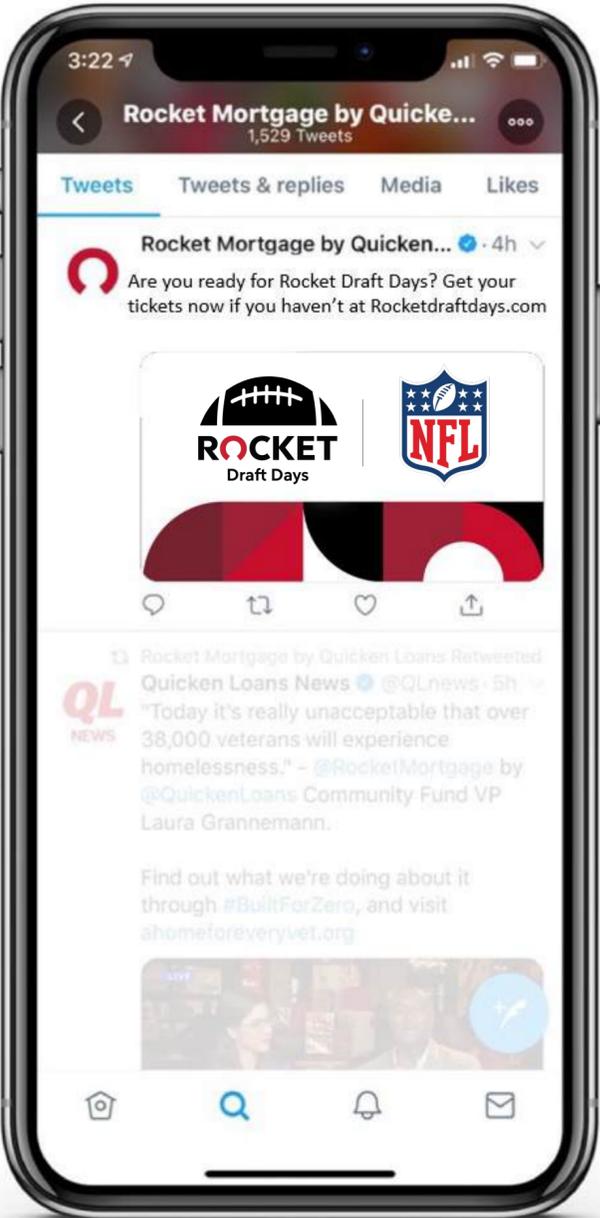


# SOCIAL MOCK-UPS

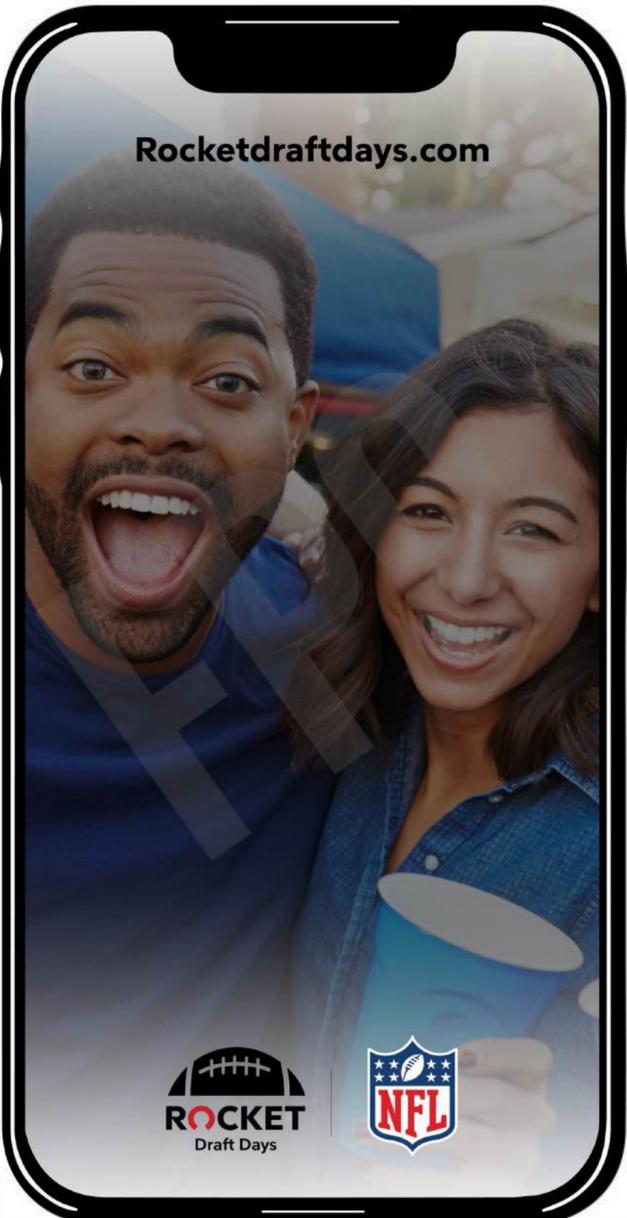
Social Icons



Facebook



Twitter



Snapchat



TikTok





# LANDING PAGE

# ROCKETDRAFTDAYS.COM



Desktop

ROCKET Mortgage

- Tickets
- Map
- Parking
- Schedule
- Help Center
- Swag
- Sign In

—

## Rocket Draft Days

Join Rocket Mortgage in downtown **DETROIT** for a one-of-a-kind NFL Draft experience: **PERFORMANCES** from your favorite Detroit artists, incredible **FOOD** from our Bedrock-favorite restaurants, fun **GAMES** and more!

[Buy Tickets](#)



# THREADS COLLECTION

Phase I: Pre-Activation Internal Marketing + Public Marketing

**\$50 Off Promo Code For FOC**

The screenshot shows the Threads website interface for the 'ROCKET DRAFT DAYS' collection. The top navigation bar includes 'SHOP BY TYPE', 'SHOP BY COLLECTION', 'SHOP BY COMPANY', 'ROADMAP', 'BLOG', 'OUR BRAND', and 'INFO'. The breadcrumb trail is 'HOME > FOC: ROCKET MORTGAGE > COLLECTION ROCKET MORTGAGE'. The sidebar on the left contains filters for 'AVAILABILITY' (MADE TO ORDER, ON HAND), 'COLLECTION' (ROCKET MORTGAGE x), 'COLOR' (BLACK, GREY, NATURAL, NAVY, RED, WHITE), 'COMPANY' (ROCKET COMPANIES, ROCKET MORTGAGE), 'SIZE' (3XL+ AVAILABLE), and 'STYLE' (BASEBALL TEE, CREWNECK, DRINKWARE, HAT, HOODIE, JACKET, NOTEBOOK, PANTS, POLO, T-SHIRT, TOTE). The main content area displays the 'ROCKET Draft Days' logo and the NFL logo. Below the logos are three product images: a grey crewneck sweatshirt, a black snapback hat, and a red t-shirt. A callout box on the right contains the text: 'Sell swag to public with 20% off coupon if they purchase tickets prior to April 1!'.





# EVENT AND PARKING MAP *LIVE ON-SITE*





## Desktop

# EMAIL

## INTERNAL EMAIL MOCK-UP

**\*10% DISCOUNTS TO CLOSED-CLIENTS AS A LOYAL MEMBER OF THE FOC**

Continue with a new Home Loan Expert today. [View Online](#)

# ROCKET Companies

## ROCKET DRAFT DAYS

**Rocket Can, Detroit Will.**

---

Hi team!

Join us in downtown Detroit to celebrate the NFL Draft with a once-in-a-lifetime music experience featuring Detroit legendary artists, tastefully curated food, fun games and more! Get your tickets now at a discount of 20% if you purchase before **April 10!**

# RocketDraftDays.com

Follow Us

## Mobile

# ROCKET Companies

## ROCKET DRAFT DAYS

**Rocket Can, Detroit Will.**

Hi team!

Join us in downtown Detroit to celebrate the NFL Draft with a once-in-a-lifetime music experience featuring Detroit legendary artists, tastefully curated food, fun games and more! Get your tickets now at a discount of 20% if you purchase before **April 10!**

# RocketDraftDays.com

Follow Us





# FOC SUPPORT

Public Facing And Team  
Member Facing

# CHANNEL & TEAM MEMBER SUPPORT

**WE EAT OUR OWN DOG FOOD**

**Z Team** - Live Zupdates and Fireside Chats with our social influencers and headliners, Q&A with selected team leaders, ticket giveaways

**All FOC** - Promote internally, word of mouth, socials (giveaway winners)

**Internal Communications** - 10 internal emails, Rockworld posts (February - April), Computer Login screen (April 7 - April 27)

**Public Relations** - Press releases, news live streams each day

**Tie threads by working with partners in Detroit to generate buzz and awareness!**



# KPIs

## CAMPAIGN KPIs

### Event

- Attendees: 50,000 per day
- Ticket sales: 70% online, 30% on-site
- CPL: Under \$30

### Marketing

- 100% increase in social followers (Twitter, IG, FB, TikTok)
- 200 million social impressions
- 100,000 email opt-ins generated



# BUDGET



**Rocket Draft Days - April 25-27, 2024 | Detroit, MI**

Category	Item	Cost	Total	Total for 3 Days	
<b>Grand Circus Park</b>	Basic Park Rental Fee	\$5,000.00			
	Security	\$210.00			
	Portable Restroom ADA (10 stalls)	\$2,000.00			
	Handwashing Station	\$155.00			
	Set-Up/Crew/Barricading	\$800.00			
	Basic AV Equipment and Tech	\$1,050.00			
	Cleaning and Supplies	\$355.00			
	Tent and Premium Seating Package	\$25,000.00			
	Miscellaneous	\$1,000.00	\$35,570.00	\$106,710.00	
	<b>Comerica Park Parking Lot</b>	Basic Park Rental Fee	\$5,000.00		
Security		\$210.00			
Portable Restroom ADA (10 stalls)		\$2,000.00			
Handwashing Station		\$155.00			
Set-Up/Crew/Barricading		\$800.00			
Basic AV Equipment and Tech		\$1,050.00			
Cleaning and Supplies		\$355.00			
Tent and Premium Seating Package		\$25,000.00			
Miscellaneous		\$1,000.00	\$35,570.00	\$106,710.00	
<b>Ford Field (3-Day Event)</b>		Basic Venue Rental Fee	\$500,000.00		
	Transportation and Parking	\$500,000.00			
	Speakers/Entertainment	\$250,000.00			
	Audio and Visual	\$500,000.00			
	Hologram Development and Hardware	\$500,000.00			
	Miscellaneous	\$100,000.00	\$2,350,000.00	\$2,350,000.00	
	<b>Marketing</b>	Paid Social Media	\$300,000.00		
Email		\$3,000.00			
Billboard		\$10,000.00			
Monroe St. Midway Billboard		\$5,000.00			
Sidewalk Signs/Print Media		\$500.00			
Radio and Spotify		\$2,500.00			
Threads Collection		\$5,000.00			
Miscellaneous		\$1,000.00	\$327,000.00	\$327,000.00	
<b>Games, Micro-Events &amp; Food (3-Day Event)</b>		Bumper Cars	\$30,000.00		
		Solar	\$20,000.00		
	Food Trucks (8 total - 4/each outdoor event)	\$60,000.00			
	Game Prizes	\$7,500.00			
	Miscellaneous	\$1,000.00	\$118,500.00	\$118,500.00	
<b>Talent</b>	Big Sean	\$333,000.00			
	Lizzo	\$333,000.00			
	Eminem	\$333,000.00			
	Two Friends	\$100,000.00			
	Simu Liu	\$25,000.00			
	Miscellaneous NFL Player Appearances	\$100,000.00	\$1,224,000.00	\$1,224,000.00	
			<b>\$4,232,920.00</b>		

**Goal**  
\$5,000,000.00

**Grand Total**  
\$4,232,920.00

**Grand Total with 10% Buffer**  
\$4,656,212.00





# RECAP

- Capture feedback.
- Align on next steps.



# THANK YOU!





# APPENDIX

# Headliners And Supporting Talent

Tying threads with **WRKSHP** to leverage their talent portfolio for A-list performers.



## What Is WRKSHP?

WRKSHP is a music-based lifestyle company that we will leverage to not only bring in A-list talent, but to empower Detroit artists in building their brand and owning their music.

Making our default the **status-go** by executing on in-house partnerships led by **Dan Gilbert** and Grammy-winning **Che Pope** to help pave the way for **others obsessed with finding a better way.**



# PARKING & SECURITY

1. Work with our Bedrock-owned tenants to provide premier parking downtown at the following locations:
  1. 1001 Woodward Parking Garage
  2. One Campus Martius Parking Garage
  3. The Z
  4. Two Detroit Parking Garage
  5. Buhl Parking Garage
  6. Cass Parking Garage
  7. Financial District Parking Garage
  8. First National Parking Garage
2. Book our trusted server of security, Rock Security and Allied Universal, at all touchpoints downtown.





# ROCKET AUTO BUMPER CARS QUOTE

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**Ride Type** : Bumper Cars **Zipcode** : 48226 **City** : Detroit **State** : Michigan **Type of Event** : Festival **Event Date** : 04-25-2023 **Power** : Yes **Terrain Type** : Concrete **Crowd Estimate** : 7,500+ **Number of daily operating hours** : 6 hours **Total Cost** : \$29,323.24 **The rate is for a 1 Day Only Rental. Please contact us about our multiple days discount.**

# ROCKET SOLAR TENT QUOTE

Roughly \$25,000 for tent infrastructure, DJ tables, sign-in tables, pop-up sales desks, stage and photo backdrop. Low costs for solar panels – we do it!  
(Roughly \$10,000 for 40x80 tent size.)





# Billboards - Storytelling





# Phase I Pre-Activation Messaging

## **SOCIAL POSTS – 16:9 STATIC**

FACEBOOK

 **Rocket Mortgage** ✓  
1 hr · 🌐

**Don't drop the ball: Join us in downtown Detroit to celebrate the NFL Draft with performances from Detroit artists, tastefully curated food, fun games and more! #RocketDraftDays**




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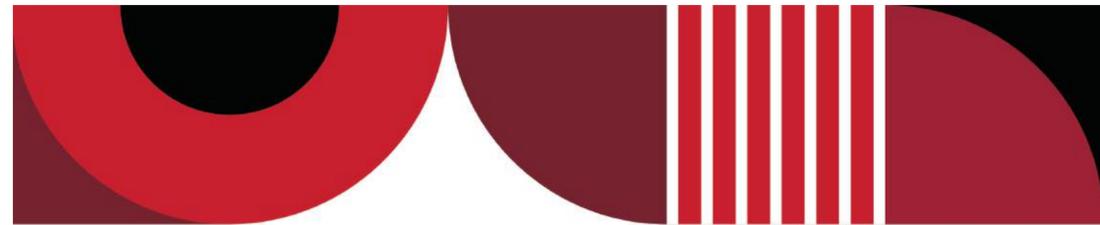
67 Comments 71 Shares

 Like     Comment     Share

TWITTER

 **Rocket Mortgage** ✓ @RocketMortgage

**Don't miss out on all the action! Join us right here in Detroit to kick off the NFL Draft with a one-of-a-kind music festival featuring Detroit artists, tastefully curated food, sports and more! #RocketDraftDays**




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# Phase II: Event Day

**SOCIAL POSTS - 1:1 STATIC**

### FACEBOOK/INSTAGRAM

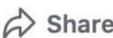
 **Rocket Mortgage** ✓  
1 hr · 🌐

Touchdown! Our Motor City artists have touched down in The D and are ready to celebrate with you and enjoy all of what the city has to offer! #RocketDraftDays #DecadesOfDetroit



   312

67 Comments 71 Shares

 Like  Comment  Share

### TWITTER

 **Rocket Mortgage** ✓ @RocketMortgage ...

Rocket Draft Days has kicked off! Don't miss out on this one-of-a-kind experience! #RocketDraftDays #DecadesOfDetroit



 54  94  48 





# Phase III: Event Recap Coverage/Photography

## **SOCIAL POSTS – 1:1 STATIC**

### FACEBOOK/INSTAGRAM

 **Rocket Mortgage** ✓  
1 hr · 🌐

We hope that Rocket made all of your field goals come true this past weekend! #RocketDraftDays #DecadesOfDetroit #RocketCan #DetroitWill



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67 Comments 71 Shares

 Like  Comment  Share

### TWITTER

 **Rocket Mortgage** ✓ @RocketMortgage ...

Thanks to everyone who joined us in kicking off the draft! But don't forget about us during life's most complex moments! #DetroitWill



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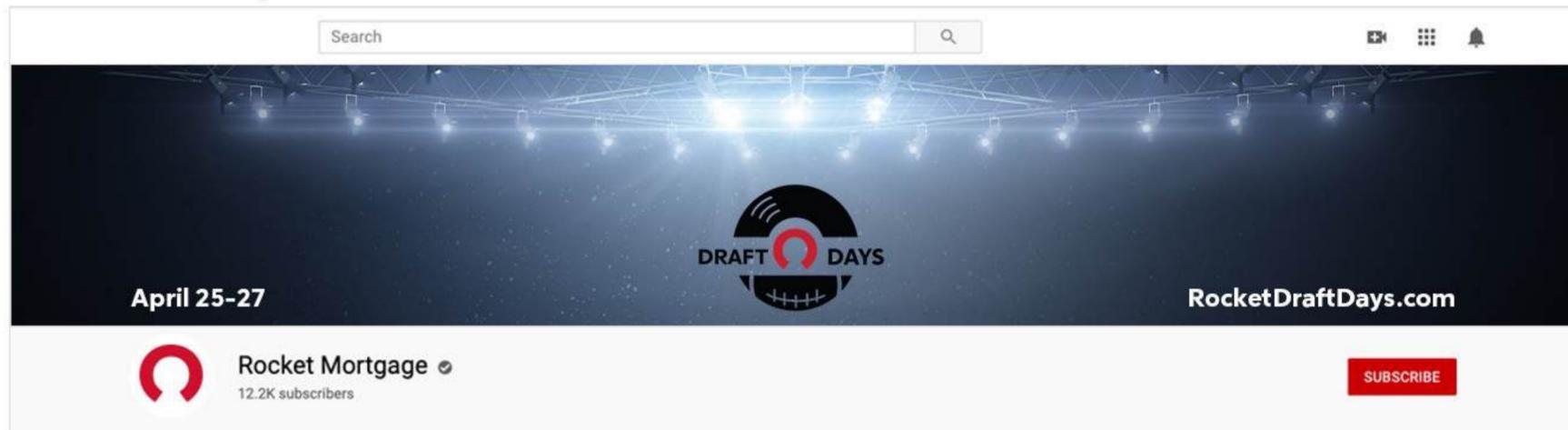


# SOCIAL HEADERS

FB Web Mockup



YouTube Web Mockup



Same graphic on AppleTV





# ROCKWORLD POST - MOBILE



Mobile - Example

