



Courtyard Marriott Debuts NFL Docuseries on Facebook Watch

07.09.2018

Courtyard Marriott is one of the latest brands to embrace Facebook Watch, partnering with the NFL to launch a short-form documentary series that gives viewers a behind-the-scenes look at the personal and professional lives of 12 unique individuals as they pursue their passions.

Produced in creative collaboration with the hotel's in-house Marriott Content Studio and digital entertainment media company Whistle Sports, the first episode of Courtyard: Unstoppable focuses on how former Georgia Tech quarterback and wide receiver Damarius Bilbo's passion for football allowed him to stay in the game after college as an agent, and inspire others to fulfill their dreams.

Titled "Player Turned Agent," the five-minute episode was directed by Emmy-nominated Jessica M. Thompson and features Bilbo, who after his NFL career, channeled his love of the sport into opening Revolution Sports Management and representing some of the best talent in the NFL.

It debuted June 26, giving viewers a perspective into the NFL Draft from the eyes of an agent and first round draftee.

"Our guests are passionate, hard-working and disciplined, similar to elite athletes, and we offer them unique opportunities to pursue both their personal and professional passions on the road," said Michael Dail, vice president, Courtyard Brand Marketing. "With this new series, we highlight some of the trailblazers in the football world who pursue their passions both on and off the field."

Courtyard: Unstoppable follows in the footsteps of 2017's short-form docuseries StoryBooked chronicling the travels of four creatives in search of creative inspiration, and around which PromaxBDA produced a podcast with Marriott International about developing and executing branded entertainment for the hotel.

Episodes of Courtyard: Unstoppable will continue throughout the year as the Courtyard Marriott continues along this content marketing strategy.

RELATED: [The Daily Brief Podcast: Marriott's Marc Battaglia](#)

[Images: Whistle Sports]