

INTERNET

BMW drafts fantasy football enthusiasts for branded league

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BMW Ultimate Football League

By STAFF REPORTS

German automaker BMW is joining the excitement surrounding the National Football League's season beginning through branded fantasy football.

Sign up now

Luxury Daily

In an email sent to subscribers, BMW encourages consumers to sign up for the BMW Ultimate Football League for a chance to win prizes and experiences. Fantasy football has become a force to be reckoned with, and by tapping into an interest that does not naturally align with its brand, BMW may see an uptick in engagement.

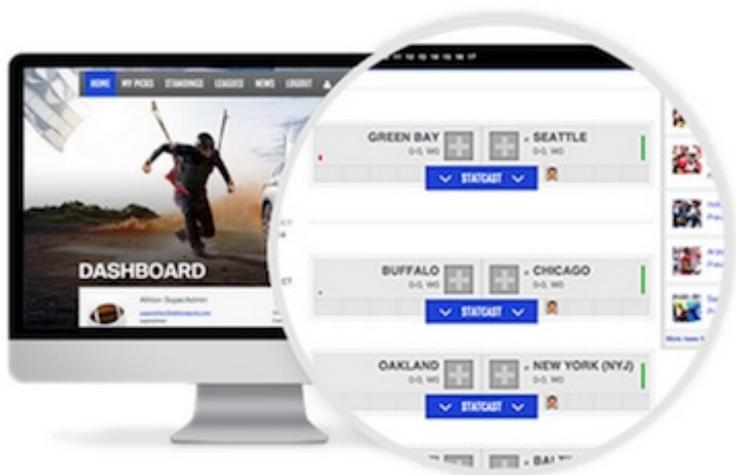
Hut hut hike

The BMW Ultimate Football League works in the same fashion as fantasy football, with players picking athletes before the beginning of the weekly games. If the selected positions or line does particularly well or does not perform, a system of coordinating points is received based on game achievements such as interceptions, touchdowns, yardage and so forth.

Fantasy players with the top score of the week will win a team jersey of his or her choosing. When the fantasy season ends, typically before the NFL playoffs begin, the top four scorers in the fantasy pool will be selected by BMW to receive an all-expense paid

trip for two to Palm Springs, CA.

While in Palm Springs, the guests will enjoy an exclusive All-Star Viewing Party with special guests yet to be announced.



BMW's Ultimate Football League Web site

To assist in picking players for fantasy teams each week, BMW has created a branded “Inside Sunday” guide, powered by Athlon Sports. Inside Sunday will provide helpful content to keep fantasy players up-to-date on team and player statistics throughout the season.

The BMW Ultimate Football League sign up details can be found [here](#).

As a beloved sport in the United States, even collegiate football gets the luxury treatment.

Four Seasons Hotel and Resorts, Austin, TX, is showing its horns with a colorful array of University of Texas-themed offerings.

In solidarity with the University of Texas college football team, which played its first game Saturday Sept. 5, the hotel will be providing guests with a number of ways to bring out guests’ game-day spirits throughout the college football season. The Four Seasons is therefore showing its local spirit while also giving guests an experience that is loose, fun and personal rather than overly corporate or distant ([see story](#)).

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