MGM Resorts Newsroom

Jon Hamm and BetMGM Bring Fans Inside the Legends Lounge for New Football Season Campaign

"It Happens Here" campaign marks the next chapter of BetMGM's "Make It Legendary" platform

Click here to download and view campaign photo (credit: BetMGM)

Jersey City, NJ (August 31, 2026)– BetMGM, a leading sports betting and iGaming operator, unveiled "It Happens Here," a new campaign created in collaboration with independent creative agency CAPE and featuring EMMY® Award-and Golden Globe Award-winning actor Jon Hamm. Launching in anticipation of football season, the campaign marks the next chapter of BetMGM's "Make It Legendary" platform, showcasing how BetMGM brings together sports betting, iGaming, rewards, entertainment and fandom in one destination.

"As we enter the most exciting time of year for our players, we wanted to create a campaign that feels distinctly BetMGM while tapping into MGM Resorts' entertainment legacy," said Matt Prevost, Chief Revenue Officer, BetMGM. "With Jon's magnetic charm and CAPE's creative vision, 'It Happens Here' ties together the breadth of experiences we offer in a way that's unmistakably BetMGM."

Hamm anchors a series of four new multi-channel spots with his signature wit and charisma, welcoming viewers into the Legends Lounge, an immersive setting that combines the energy of a sportsbook or casino, the exclusivity of a speakeasy and the excitement of a Las Vegas entertainment destination. BetMGM constructed the Legends Lounge for the shoot and plans to bring the concept to life through future activations and experiences.

Hamm said, "The Legends Lounge is a world full of unexpected moments and memorable characters, and I enjoyed helping bring it to life for BetMGM's new campaign. It's clever, entertaining and a lot of fun."

The campaign debuted Saturday, August 29 with the "Raise the Stakes" spot, introducing fans to the Legends Lounge. Additional creative will run throughout the season across TV, social, digital, out-of-home and BetMGM properties.

Click here to view the "Raise the Stakes" spot.

"It Happens Here" is the first major body of work under BetMGM's expanded partnership with CAPE. CAPE previously produced BetMGM's responsible gambling campaign, "Mullet Over," as well as the popular "Lucky Doe" spot for Borgata Online.

Casey Ritts, Co-Founder and CEO of CAPE, said, "The 'It Happens Here' campaign brings together everything that makes BetMGM distinctive: sports, entertainment, iGaming and a bit of fun. The Legends Lounge gives us a rich new world for the brand to play in, and Jon Hamm brings exactly the wit and personality that felt right for this campaign. We're excited to expand our partnership with BetMGM and build ideas that can become lasting expressions of the brand."

BetMGM is currently available in 31 markets with mobile and retail offerings. As BetMGM continues to expand into new markets and introduces new features, responsible gambling remains a key focus. Additionally, BetMGM is proud to provide resources to help customers play responsibly, including GameSense, an industry-leading program developed and licensed to MGM Resorts by the British Columbia Lottery Corporation. Through the integration within BetMGM's mobile and desktop platforms, customers can receive the same GameSense experience they have grown to rely on at MGM Resorts properties. GameSense complements BetMGM's existing responsible gambling tools which serve to provide customers with an entertaining and safe digital experience.

For more information on BetMGM, follow @BetMGM on X or visit https://www.betmgminc.com. For more information on CAPE, visit www.cape-agency.com.

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About BetMGM

BetMGM is a market leading sports betting and gaming entertainment company, pioneering the online gaming industry. Born out of a partnership between MGM Resorts International (NYSE: MGM) and Entain Plc (LSE: ENT), BetMGM has exclusive access to all of MGM's U.S. land-based and online sports betting, major tournament poker, and online gaming businesses. Utilizing Entain's U.S.-licensed, state-of-the-art technology, BetMGM offers sports betting and online gaming via market-leading brands including BetMGM, Borgata Casino, Party Casino and Party Poker. Founded in 2018, BetMGM is headquartered in New Jersey. For more information, visit https://www.betmgminc.com.

About CAPE
CAPE is a full-service creative agency based in NYC. Founded in 2024, the agency is driven by a mission to change the course of great companies through its Bravely Smart™ approach. From startups to blue chips, CAPE is lean and nimble by design, ready to elevate brands and deliver impactful, strategically driven creative solutions. For more information, visit www.cape-agency.com.

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