

Sports & Entertainment Spotlight

Sports & Entertainment Spotlight: Gatorade Rolls Out a New Sports Energy Drink Called “Fast Twitch,” With the Help of High-Profile Placements During the NFL Season

By Joshua Bloomgarden on 9.8.22 | Posted in Sports & Entertainment Spotlight

Welcome back to a pumpkin spice flavored edition of the "Spotlight." With the summer coming to an unofficial end, it's time to put away your white clothing, dust off your flannels and settle into the crisp, cozy season that is autumn. And that can mean only one thing: football is back. And the powers that be are banking on yours, mine and hundreds of millions of others' eyeballs taking in games on Saturdays and Sundays...and Mondays. And Thursdays. Oh, and sometimes on Fridays. After all, what else could explain the billions of dollars spent by major television networks to secure media rights for televising college football and National Football League games, and advertisers buying millions of dollars of airtime for a Superbowl spotlight.

- With the help of high-profile placements during the NFL season, sports drink brand Gatorade is rolling out a new sugar-free, caffeine-packed energy drink called “Fast Twitch,” which is incidentally exactly what you'll be doing if you drink too many.
- NBA Superstar Steph Curry makes a splash in publishing, hoping to fill shopping baskets as ably as he does arena baskets.
- The Estates of two music icons – David Bowie and Elvis Presley appear poised to take their legacies to the blockchain with a series of NFT projects. Or at least, I think it's Elvis.

Endorsement Deals, Sponsorships & Investments **Can Kim Kardashian, Ashton Kutcher And Jeff Bezos Save Peloton?** *September 7, 2022 via Forbes (subscription may be required)* Peloton announced a quarterly loss of \$1.24 billion in their latest earnings call. They're in the middle of a massive restructure, which will see them move away from manufacturing their own hardware and apparel and pivot to focus on their content.

TikTok Sensation D'Amelio Sisters Form Company to Manage Their Brand *September 7, 2022 via Biz Journals* Charli De'Amelio has made \$17.5 million from branding and endorsements, including a deal with Dunkin'.

Bingo Blitz Teams Up With A-List Host Drew Barrymore to Reinvent the Classic Game and Celebrate That Bingo is Everywhere *September 7, 2022 via WILX-TV* Bingo Blitz, the world's most popular free-to-play Bingo game, has partnered with Golden Globe-winning actress, producer, talk show host and author Drew Barrymore.

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UConn’s Azzi Fudd Is Rewriting the College Athlete Playbook *September 7, 2022 via Bloomberg (subscription may be required)* Azzi Fudd is already a star on the basketball court. Now she’s leading a generation of college players who are able to be stars off the court, and make a lot of money while doing it.

Serena Williams Forever Changed How Brands See Female Athletes *September 7, 2022 via Bloomberg (subscription may be required)* Serena Williams’s U.S. Open adventure is over, capping a glittering 27-year career that defined a new era of tennis and inspired sponsors to take female athletes more seriously.

Gatorade Will Sell a New Energy Drink With Major NFL Support *September 2, 2022 via Crain’s Chicago Business* PepsiCo’s Gatorade is getting into the fast-growing energy drink business with a new brand called Fast Twitch that is poised to get major marketing support, including from the NFL.

Sports **Fox Inks GMC as NFL Pregame Show Title Sponsor, Replacing Ford** *September 7, 2022 via Sportico (subscription may be required)* While the Super Bowl is the country’s most lusted-after media property, it accounts for only a fraction of Fox’s NFL business.

Fox’s Super Bowl Ad Sell Cements Sports’ Lead in TV Programming *September 7, 2022 via Sportico (subscription may be required)* If you’re an advertiser with \$7 million burning a hole in your pocket and you’d like to get your brand out in front of 100 million hyper-engaged TV viewers, the time to call Mark Evans has just passed.

Steph Curry Splashes Youth Book Market as Kids’ Content Grows *September 6, 2022 via Sportico (subscription may be required)* Getting a six-year-old to step away from a screen in favor of a picture book might be a long shot. But Steph Curry is used to those.

Music Biz **Megan Thee Stallion Label Fires Back Against \$1 Million Lawsuit, Claims It’s Owed ‘More Than \$10 Million’ In Royalties, Touring Revenue, and More** *September 5, 2022 via Digital Music News* Late last month, Megan Thee Stallion formally demanded \$1 million from her record label, 1501 Certified Entertainment, and doubled down on her claim that “Something for Thee Hotties” constitutes an album under their agreement.

Music Industry Avoids Legal Battle With New Streaming Royalty Deal *September 1, 2022 via Yahoo Finance* Music publishers, songwriters and musicians have struck a deal with streaming services for U.S. mechanical streaming rates for 2023-2027, the National Music Publishers’ Association (NMPA) has announced.

Spotify, Apple and Other Streamers Set Royalty Rates With Music Publishers Through 2027 *August 31, 2022 via Hollywood Reporter* Under the agreement, which will be submitted to the Copyright Royalty Board, song owners will receive a royalty rate of 15.35 percent over the next five years.

Film & TV **Big Ten Conference’s Media Rights Agreements With CBS, FOX and NBC** *September 7, 2022 via Global Legal Chronicle* The Big Ten Conference closed its recently-signed historic media rights agreements with CBS, FOX, NBC and NBCUniversal’s Peacock.

Drake and LeBron James Sued for \$10 Million Over Upcoming TIFF Documentary “Black Ice,” Reports Say *September 6, 2022 via The Star* Canadian musician Drake, basketball star LeBron James and rapper Future have been served with a \$10-million lawsuit over an intellectual property dispute, according to a story in the New York Post.

Podcasting Enters its Big Brand Advertiser Era *September 1, 2022 via Bloomberg (subscription may be required)* A trip to the Podcast Movement conference shows the

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industry has secured its spot in mainstream media, for better or worse.

Non-Fungible Tokens (NFTs) **NBA, NBPA Partner With Sorare to Launch NFT-Based Fantasy Game** *September 7, 2022 via Sportico (subscription may be required)* After introducing millions of fans to the blockchain through NBA Top Shot, the league and the NBPA will take their next leap into NFTs this season.

NFT Tech Announces Updates to the Elvis Presley Project and Launches New Technology to Revolutionize Legacy Fan Engagement *September 7, 2022 via Business Wire* The Elvis Legacy Council is the governing body that will make key decisions on the future of Elvis’ digital estate, both on the blockchain and in the physical realm.

David Bowie's Estate Pulls Down NFT Announcement After Backlash *September 6, 2022 via Futurism* After announcing that it would be releasing an NFT line, the estate of David Bowie has deleted its initial post about the project — and it's unclear what's going to happen next.

How NFTs Drive Music Industry's Evolution *September 2, 2022 via CoinSpeaker* From vinyl to streaming services, technological advancements have been a driving force behind the development of the music industry. Without a doubt, NFTs exhibit the potential to cause a great deal of upheaval across various sectors.