

## Sports & Entertainment Spotlight

# **Sports & Entertainment Spotlight: Slime-ulcast for Super Bowl LVIII, Cardi B's Concert Drama, College Sports Revamp, and ASU Stadium's New Identity**

By Joshua Bloomgarden on 8.4.23 | Posted in Sports & Entertainment Spotlight

Welcome back to the Spotlight! The time that you invest in reading my weekly streams of consciousness newsletter/post is very much appreciated, and I hope that the little time investment yields a sizable return in one way or another. By the same token, in the sports world nowadays, it has become a remarkable trend to see a who's who of athletes, entertainers and other entrepreneurs putting "some" money into and appearing on the cap tables of upstart sports leagues or teams with a low valuation to later reap the exponential returns that far exceed that which would be expected for an investment in an incumbent sports league/team. Case in point: the millions of dollars being poured into women's athletics, pickleball, under-the-radar soccer clubs (Wrexham AFC), and even (in the latest investment round led by Kevin Durant and Rich Kleiman's 35 Ventures) the National Cycling League. Quite an exciting time to have capital to throw onto the fire in hopes of spinning straw into gold. And while I can't guarantee that you'll make money from reading this piece, I can guarantee that if you do make money from reading this piece, I may ask you for some—or at least a shoutout for an astute Rumpelstiltskin reference. So without further ado, let's dive into what will enrich your mind, and maybe (but probably not) your bank account.

1. Super Bowl LVIII will have a slime-filled alternate telecast this year (a slime-ulcast, if you will). Viewers are encouraged to confirm that their dip is in fact guacamole.
2. A disturbing trend in this summer's concert scene has been showgoers throwing objects at performers. Bronx native Cardi B struck back, tossing her microphone at a member of the audience. The good news for Cardi was that she was cleared of wrongdoing as a battery charge against her was dropped. Even better news is that she received a 10 day minor league contract from the Yankees – they need all the help they can get.
3. A new bill designed to revamp the college sports landscape, by, amongst other things, creating a federal standard for name, image and likeness (NIL) was proposed by Texas Senator Ted Cruz. As compared to the other bills floating around Congress, the bill's biggest downside is that it was proposed by Texas Senator Ted Cruz.

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4. With a new naming rights deal struck with Mountain America Credit Union, Arizona State University's Stadium is no longer known as "Sun Devil Stadium." Unfortunately, that will have no effect on the temperature.
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### Endorsement Deals, Sponsorships & Investments

#### [ASU signs huge naming rights deal with Mountain America Credit Union](#)

August 2, 2023 via *Biz Journal*

#### [How Are Fashion Brands Using NFTs? A Deep Dive into the NFT World with Ethereum, BNB and ogeMiyagi](#)

August 1, 2023 via *Analytics Insight*

#### [Hollywood Turmoil Helps Sports as Wall Street Bulls Consider Content](#)

August 1, 2023 via *Sportico*

#### [Man United, Adidas Extend Partnership in \\$1.2 Billion, 10-Year Deal](#)

July 31, 2023 via *Sportico*

#### [Nicki Minaj Makes History As First Female Celebrity Playable Character In 'Call Of Duty'](#)

July 30, 2023 via *News Break*

#### [Business Beyond the Game: D-Wade on Taking Risks, Consumer Product Investing](#)

July 28, 2023 via *Sportico*

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### Sports

#### [NBA Star 'Greek Freak' Recalls 'Getting Clowned' For Owning A Google Pixel Instead Of An iPhone — But He Had The Last Laugh](#)

August 3, 2023 via *Benzinga.com*

#### [Sen. Cruz Pitches Broad College Sports Overhaul Bill](#)

August 2, 2023 via *Sportico*

#### [Sponsors of emerging sporting codes can capture fans and rivals alike: Study](#)

August 1, 2023 via *mUmBRELLA News*

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[Colorado's Big 12 Leap May Create Super Conferences ... and Legal Issues](#)

July 31, 2023 via Sportico - Law

[Commanders Boot DJ, iHeart Fires Him for Sexist Comments](#)

July 30, 2023 via Sportico - Business

['Red flags on top of red flags': Problems mount for UM athletics booster John Ruiz \[Miami Herald\]](#)

July 30, 2023 via Insurance News Net

[After equal pay: how the USWNT can help close sport's wealth creation gap](#)

July 29, 2023 via The Guardian UK

[There's not enough Women's World Cup on TV. Feel free to air your fury](#)

July 28, 2023 via The Age

[Volunteer Coaches Antitrust Case Survives NCAA Motion to Dismiss](#)

July 28, 2023 via Sportico

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**Music Biz**

[Musicians deal with stingy streamers and AI threats, too. So why aren't they on strike?](#)

August 1, 2023 via Seattle Times

[Resurrecting Jimi Hendrix: The Power of AI to Expand Consumer Engagement Through Musical Fan Cultures](#)

July 31, 2023 via Managerial and Business Review

[What will Spotify's price rise mean for its recording artists and songwriters?](#)

July 28, 2023 via Exec Review

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**Film & TV**

[Sports Leagues Only Partially Monetize Highlights. That May Soon Change](#)

August 2, 2023 via Sportico

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**[‘Dreaming Whilst Black’: Showtime Acquires Buzzy BBC Comedy From Big Deal Films & A24](#)**

*August 2, 2023 via Deadline*

**[CBS’ New NFL Rights Deal Clears the Way for Slimy SpongeBob Super Bowl](#)**

*August 1, 2023 via Sportico*

**[Pac-12 Presidents Reportedly Considering Apple-Streaming Media Rights Deal](#)**

*August 1, 2023 via News Break*

**[Brad Pitt Hits Brakes On F1 Film In Support Of Strike](#)**

*July 29, 2023 via Sportico*

**[NASCAR Xfinity \\$800M Deal Marks CW’s Biggest Sports Investment Yet](#)**

*July 28, 2023 via Sportico*