

## Sports & Entertainment Spotlight

# Touchdowns, Tunes, and Taylor: A Week of Surprises in Sports & Entertainment

By Joshua Bloomgarden on 9.29.23 | Posted in Sports & Entertainment Spotlight

This past week a Sports & Entertainment Spotlight unto itself shone bright at Arrowhead Stadium as Taylor Swift cheered on her rumored love connection Kansas City Chiefs tight end Travis Kelce. In the wake of that game (Kelce scored a touchdown and his team won, by the way) the media has been abuzz about the budding romance, and Kelce has seen his social media following, podcast listeners and jersey sales go through the roof. Is that the Taylor Swift effect? Probably. But, in fairness to Kelce (a future hall of famer and two-time Super Bowl champion tight end), for that same game, he did shed his goatee in favor of a firefighter-chic mustache—so maybe there is some correlation there...? We already knew from Swift's global tour that tickets were hard and expensive to get – but that was when she was performing. Now with the price of Chiefs tickets ballooning (including for this week's tilt against the New York Jets at MetLife Stadium, at which Swift is rumored to be in attendance), you still have to break the bank when she is a spectator. All of this is coming together at the perfect time. The Writers' Guild of America and Hollywood studios agreed on terms to end the months-long strike. Surely, some writers will be inspired to retell the story on the big screen, while others will be able to write jokes for late night television. Worst comes to worst, Swift will have a memorable breakup song to perform in the future under her stadium spotlight (on the stage—not in a suite).

- The Dallas Cowboys' home stadium pilots an artificial intelligence-powered version of owner Jerry Jones to answer various questions. AI Jerry has been strategically placed near restrooms for convenience of those who inevitably soil themselves in fear.
- Goddess of Pop, Cher is alleged to have hired men to kidnap her son amidst a divorce fight between her son and daughter-in-law. A shocking but not surprising revelation for a singer of the song, "I Got You Babe."
- Iowa Pork Producers Association shows their humor chops cutting a squeal deal with Iowa State Cyclones football players Myles **Purchase**, Tyler **Moore**, Tommy **Hamann** and Caleb **Bacon** (**Purchase Moore Hamann Bacon**), and in so doing, temporarily assuaged

my beef with humanity.

- League One Volleyball (LOVB) launches with \$35 million in Series B funding to be the first season-long professional women's volleyball league, setting themselves up for a bump and spike in interest in the sport.

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### Endorsement Deals, Sponsorships & Investments

#### 'Purchase Moore Hamann Bacon' leads new Iowa State NIL deal

September 27, 2023 via ESPN

#### Why the Commanders' \$6 billion bidding war was one Josh Harris had to win

September 26, 2023 via Simple News

#### Charlotte Hornets extend, expand sponsorship agreement with Novant Health

September 26, 2023 via Biz Journal -

#### Travis Kelce Was an NFL Ad Darling Before the Taylor Swift Thing

September 26, 2023 via Sportico

#### Professional Pickleball, Tennis Channel deepen media partnership with 24/7 streaming channel

September 26, 2023 via CNBC

#### Miller Lite brings back athlete endorsers with Hamm, Ortiz, Watt

September 25, 2023 via Sports Business Journal

#### Stadium naming rights deals hint at what Rays could fetch for new ballpark name

September 25, 2023 via Biz Journal

#### Spurs finalize Frost Bank arena naming rights deal

September 22, 2023 via Biz Journal

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### Sports

#### Pro volleyball league prepares for launch with \$35M in new Series B funding

September 27, 2023 via The Business Journals

**Big 12's new members see evidence of excitement in ticket and merchandise sales and rising donations**

September 26, 2023 via Salt Lake Tribune

**Genius Creates Holy Grail of NFL Games, Odds, Stats on One Screen**

September 26, 2023 via Sportico

**Cowboys roll out AI-powered version of Jerry Jones inside AT&T Stadium to take on fan questions**

September 25, 2023 via Fox News

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**Music Biz**

**Cher Accused of Hiring Men to Kidnap Her Own Adult Son, Court Documents Reveal**

September 27, 2023 via Rolling Stone

**Live Nation to waive merch fees and offer travel stipends to musicians at club venues**

September 26, 2023 via The Star

**SiriusXM Files Legal Response to SoundExchange's \$150M Royalties Lawsuit: 'Misguided Allegations'**

September 22, 2023 via Billboard

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**Film & TV**

**'Toy Story' Taking ESPN's NFL Alt-Casts to Infinity and Beyond**

September 27, 2023 via Sportico

**Late-night talk show hosts announce return to air following deal to end Hollywood writers' strike**

September 27, 2023 via CBS News

**SAG-AFTRA members overwhelmingly authorize video game strike**

September 26, 2023 via Venturebeat

**Hollywood Reacts to Tentative WGA, AMPTP Deal: "We Did It!"**

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*September 25, 2023 via The Hollywood Reporter*