

## Sports & Entertainment Spotlight

# Haunted Hues of Halloween: Spotighting Sports, Scares, and Soundtracks

By Joshua Bloomgarden on 10.27.23 | Posted in Sports & Entertainment Spotlight

We're just a few days away from Halloween, but I don't feel the same excitement about the holiday as I once did. Maybe it is because I am older and eat less candy (I have the before and after pictures to prove it). Maybe it is because the world is a scarier place right now than any horror movie could be. Maybe it is because I am dreading all of the Barbie-Ken and Travis Kelce-Taylor Swift costumes. Or, even more troubling, it is because I am looking forward to all of the Barbie-Ken and Travis Kelce-Taylor Swift costumes. I'll ponder that some more as I snack on some candy corn (controversial choice, I know--if only that was the most divisive issue facing us in our time...). In any event, practice safe trick-or-treating: look both ways before crossing the street and carry both a flashlight and the knowledge from this spotlight.

- Collectibles company Rally is selling fractional ownership of New York Yankees legend Mickey Mantle's childhood home. One can only assume the space above the fireplace will garner top dollar.
- Unable to secure the \$30 million per year that he was seeking for NBA jersey sponsorship rights for the Las Vegas Sphere, Sphere Entertainment Executive Chairman James Dolan found another suitor: Madison Square Garden Sports Executive Chairman James Dolan. As a result, the New York Knicks' jerseys and warm-up shirts will bear Sphere branding. Hopefully, I'll be as excited to watch the Knicks as I am the animations on the outside of the Sphere – but I'm not holding my breath.
- Taking cues from Universal Music Group, music streaming platform Spotify unveils a new royalty structure designed to address fraud that siphons royalties away from legitimate human artists. My dog's recording career will have to be put on paws.

---

### Endorsement Deals, Sponsorships & Investments

**Myles Garrett Purchases Minority Stake In The Cleveland Cavaliers**

*October 26, 2023 via Forbes*

**Skechers Makes Its Basketball Debut With Help From NBA Stars**

*October 25, 2023 via Sportico*

**Philadelphia Phillies among top MLB teams for sponsorship deals, report shows**

*October 24, 2023 via Biz Journal*

**Knicks Sign Jersey Patch Deal With Vegas Sphere**

*October 24, 2023 via Sportico*

**UFC, Anheuser-Busch Sign Largest Deal in MMA Company's History**

*October 24, 2023 via Sportico*

**F45 on its knees after \$US370m loss; celebrities seek damages**

*October 24, 2023 via WA Today Business News*

**Washington Wizards land Robinhood as new jersey patch sponsor**

*October 23, 2023 via Biz Journal*

**Are influencer partnerships the inevitable future of business?**

*October 19, 2023 via BBC News*

---

**Sports**

**UFC/WWE parent Endeavor majority owner Silver Lake may take company private**

*October 25, 2023 via Awful Announcing*

**How The Next NBA Media Rights Negotiations Will Be Different**

*October 23, 2023 via Forbes - Business*

**Rally to offer shares of Mickey Mantle's childhood home for \$7**

October 19, 2023 via *Athletice*

---

#### **Music Biz**

**Spotify is embracing elements of Universal Music Group's 'artist-centric' royalties model – following a new multi-year licensing deal between UMG and Daniel Ek's platform**

October 25, 2023 via *Music Business Worldwide*

**Music streaming was 2022's top moneymaker for songwriters, composers**

October 25, 2023 via *Reuters*

**Music Industry Moves: Puma Taps A\$AP Rocky as Creative Director for Formula 1 Partnership**

October 24, 2023 via *Variety*

**YouTube working on tool that lets creators sing like Drake**

October 23, 2023 via *Seattle Times*

**Retail investors can now bet on music royalties: 'We want people to have access'**

October 22, 2023 via *Yahoo Finance*

---

#### **Film & TV**

**Ryan Gosling Tops McAfee's 2023 Hacker Celebrity Hot List**

October 26, 2023 via *Business Wire*

**LeBron James Could Team Up With Obamas, Peyton Manning Ahead Of 2023-2024 NBA Season: Here's Why Sports Fans, Netflix Investors Should Be Excited**

October 24, 2023 via *Benzinga.com*

**NBCUniversal's Olympic ad sales for Paris outpacing previous Games**

October 18, 2023 via *Sports Business Journal*