

Sports & Entertainment Spotlight

Super Bowl Spectacles and Swift Endorsements: A High-Stakes Weekend in Las Vegas

By Joshua Bloomgarden on 2.9.24 | Posted in Sports & Entertainment Spotlight

Welcome back to the Spotlight! While many bask in the afterglow of last weekend's history making Grammy Awards, the lights along the Las Vegas Strip and heat lamps along the Las Vegas buffets begin to burn brighter, as the NFL brings Super Bowl LVIII (58 for non-Romans and/or any children left behind). It is an exciting time of year, in which national attention, fanfare and financial expenditures are at their peak—paralleled only maybe by a Presidential election.

This year, the parallels are in greater relief as the Super Bowl contenders and presumptive Presidential candidates are the same as they were four years ago, both sides have been desperately vying for an endorsement from Taylor Swift and most Americans are deciding who they want to win based on who they least want to lose.

With this Super Bowl being the first to take place in Las Vegas since the Raiders relocated to the humble desert town and legal sports wagering in the mainstream, I suspect this year's event will be filled with things that a few wish they could remember and many wish they could forget. *(Hey that's catchy – maybe I'll adopt that as my new tagline here...)*

- Not the Super Bowl, but a type of football championship nonetheless – New York/New Jersey was awarded the distinction of hosting the 2026 FIFA World Cup Final at MetLife Stadium. Meanwhile, Newark, New Jersey was awarded the distinction of hosting first-time visitors who think that they're on their way to the 2026 FIFA World Cup Final.
- Actress and entrepreneur Jessica Alba announced the launch of a media production company named, "Lady Spitfire" – which sounds like a hybrid of the titular nanny in a 1993 Robin Williams film and a character in "Bridgerton."
- The NBA forges a multiyear sponsorship deal with global air carrier, Emirates. As part of the arrangement, NBA referees' uniforms will be branded for the first time with an Emirates patch. Probably not going to see referees sporting BetMGM, FanDuel or DraftKings patches any time soon, though.

Endorsement Deals, Sponsorships & Investments

[NBA announces partnership with Emirates, including title sponsor of renamed in-season tournament](#)

February 8, 2024 via ABC News

[Taylor Swift joins \\$2.8m seed round in CharacterX](#)

February 5, 2024 via The National

[VR Startup Raises \\$20M Series A as Headsets Re-enter Spotlight](#)

February 5, 2024 via Sportico

[Business Beyond the Game: Brunson Considering MSG Investment](#)

February 2, 2024 via Sportico

Sports

[NCAA could add women's wrestling championship in 2026](#)

February 7, 2024 via Toronto Star

[NFL Commissioner Roger Goodell laughs off 'scripted' Taylor Swift, Travis Kelce relationship](#)

February 6, 2024 via Chicago's WGN TV News

[How Lionel Messi's global tour with Inter Miami became a PR nightmare](#)

February 5, 2024 via The Independent

[2026 FIFA World Cup final to be played at MetLife Stadium](#)

February 5, 2024 via CBS Boston

Music Biz

[Taylor Swift Threatens Legal Action Vs. Florida Student for Tracking Her Jet](#)

February 8, 2024 via Latin Post

[Luminate acquires music artist identification firm Quansic](#)

February 7, 2024 via MusicAlly

Mogul wants to help musicians track unclaimed royalties

February 6, 2024 via TechCrunch

Megan Thee Stallion inks distribution deal with Warner Music that allows her to remain independent

February 5, 2024 via Music Business Worldwide

Sphere Entertainment Reports \$314M Revenue in Q2 Earnings

February 5, 2024 via Sportico

Film & TV

New sports streaming service coming in 2024 as Disney, Fox and Warner Bros team up

February 7, 2024 via The Independent

Jessica Alba Launches Production Company Lady Spitfire

February 5, 2024 via Deadline

ESPN announces NFL Flag Championships coverage

February 4, 2024 via Awful Announcing