

Sports & Entertainment Spotlight

Unleashing August: Embracing the Dog Days with Sports and Entertainment

on 8.2.24

Welcome back to the Spotlight! With our calendar pages turning over to August, we are right in the thick of the so-called “Dog Days of Summer” which get that name from the appearance of the dog constellation Sirius in the Northern Hemisphere. Siriusly. For my longtime readers, you know it would be cavalier of me not to unleash an appropriately themed introduction (how farfetched!). For those barking up this tree for the very first time (first time collar?), allow me to be your shepherd. Though the tail end of summer may be approaching, I do not despair in melan-collie – for football season is near, and with it, the return of husky offensive linesmen and my favorite: wide retrievers. Of course, given that this space is dedicated to Sports and Entertainment industry business, I bet you have been hounding, but fear not, I will throw you a bone. I have the following for you to sink your canines into while I take a bow...wow.

- NFL star wide receivers DK Metcalf and Odell Beckham, Jr. catch endorsement deals with athleticwear and lifestyle brand Lululemon. Dealing with these peak athletes is both easy to defend and nearly impossible to defend.
- Two businesses pushing immersive, interactive experiences rake in funding, with Batbox a baseball-centric restaurant with tech-enhanced batting cages raising \$7.5 million, and Cosm, a company whose theatre-like venues deliver a front row seat to media and entertainment shows and events to the masses, brings in \$250 million in its latest round. Meanwhile, I am fully invested in microcosm, watching shows and events on my couch in the comfort of my home.
- Online gaming company DraftKings shuts its NFT marketplace amid legal scrutiny and lawsuits, marking the first time that *both* DraftKings and its gamers saved money.
- Rugby continues its ascent in America as the U.S. Women’s Rugby Sevens win their first-ever Olympic medal, and on its heels, the Major League Rugby championship takes place this Sunday between the Seattle Seawolves (of whom Foster Garvey is a sponsor) and the defending champion (who you’ll just have to look up yourself).

Endorsement Deals, Sponsorships & Investments

Simone Biles' Endorsement Deals: Athleta, Nike and More Brands Who've Employed the Olympic Gymnast as a Spokesmodel

July 31, 2024 via *Women's Wear Daily*

Marc Lasry, David Blitzler Among New Investors in Sphere-Like Cosm

July 31, 2024 via *Sportico*

Disney unveils a bunch of plans at D23 events. Here's what's panned out.

July 30, 2024 via *USA Today*

DraftKings Closing NFT Marketplace, Halting Reignmakers Amid Legal Challenges

July 30, 2024 via *Casino.Org*

Baseball-Themed Restaurant Batbox Raises \$7.3M in VC Funds to Enter U.S.

July 30, 2024 via *Sportico*

Ninjas in Pyjamas' \$20M IPO Is Latest Test of Esports Biz in Public Markets

July 26, 2024 via *Sportico*

Sports

'We just made history.' US women's rugby sevens revel in bronze-medal showing.

July 31, 2024 via *Lancaster Online*

How NIL in College Sports Has Raised Questions About Nonprofits

July 30, 2024 via *Chronicle of Philanthropy*

Kevin Durant's Boardroom names eight most marketable athletes aged 25 and under – including Coco Gauff, Anthony Edwards, Victor Wembanyama and Caitlin Clark

July 30, 2024 via *talkSPORT*

Kevin Durant and NBA Teams Key to Intellectual Property Disputes

July 29, 2024 via *Sportico*

California's first sports bar celebrating women's sports and diversity opens

July 29, 2024 via *East Bay Times*

Changes in college athletics may impact future of Olympic sports

July 28, 2024 via KCRA

Yankees Acquire Jazz Chisholm Jr. in Trade With Marlins

July 28, 2024 via New York Times

Damages to college athletes to range from a few dollars to more than a million under settlement

July 26, 2024 via Associated Press

Music Biz

UK music industry's Streaming Transparency Code goes live

August 1, 2024 via Music Week

Why The 1975 is Being Sued for \$2.4m Over a Concert in Malaysia

July 31, 2024 via TIME Headlines

Soundful and SoundCloud partner with Kaskade for a First-Of-Its-Kind AI Songwriting Competition

July 29, 2024 via PRWeb

Film & TV

'Zone Of Interest' Backers Fund BBC Doc On Last Musician Of Auschwitz

July 30, 2024 via Deadline

Gold Zone Is How the Olympics Were Meant to Be Shown

July 30, 2024 via Sportico

Instagram creators can now make AI doppelgangers to chat with their followers

July 29, 2024 via Engadget

Video game performers will go on strike over artificial intelligence concerns

July 26, 2024 via Vegas Inc