

## Sports & Entertainment Spotlight

# From Emmys to Endorsements: Updates You Don't Want to Miss

on 9.20.24

Welcome back to the Spotlight! Allow me to be among the first to wish you happy Fall, y'all. If I close my eyes while typing, the keystrokes almost sound like crunching crisp leaves. With the start of my favorite season—made that much better with the Yankees set to play October baseball, we also bid farewell to Emmys season. In case you missed it, the awards show rose (Johnny and David, to be exact) to its best ratings since 2021, all on the backs of father-son duo Eugene and Dan Levy. Their performance was such a success, it makes me wonder whether I should give my sons a platform in the Spotlight (it would arguably improve the quality of the jokes). As it stands, I don't have time to work through the logistical challenges of onboarding a 6 year-old and 3 year-old, so you'll just have to be content with me.

- The University of Tennessee Football program announced that they will be increasing ticket prices by ten percent to finance revenue sharing with its collegiate athletes. For a team whose name is the Volunteers, it's rich to volunteer its fanbase to subsidize the cost. Then again, if they brand the increase as "Ten-to-see," I might just come around.
- YouTubers MrBeast, Logan Paul and KSI unveil grab and go packaged lunch kits called Lunchly to rival Oscar Meyer's Lunchables. While the modestly improved nutritional values and the celebrity backing of Lunchly may set it apart, the allure of a hot dog shaped vehicle still makes Lunchables a wiener/winner in my book.
- Popular beverage brand Liquid Death and NASCAR are taking a different tact to sports marketing—offering the fans, rather than the drivers sponsorship deals. Not surprising given how undesirable having the word "death" emblazoned on your car while traveling at 150 mph must be.

**For inquiries and/or unabashed compliments, please feel free to contact me at [josh.bloomgarden@foster.com](mailto:josh.bloomgarden@foster.com) or add me on LinkedIn.**

---

---

**Endorsement Deals, Sponsorships & Investments**

**MrBeast and Logan Paul Team Up to Launch Competitor to Lunchables**

September 16, 2024 via *The Hollywood Reporter*

**Liquid Death Iced Tea and Nascar are Looking for a Few Good Drivers**

September 16, 2024 via *AdWeek*

**Roy App Launches on Apple App Store and Google Play Store, Empowering Fans to Directly Support Student Athletes**

September 16, 2024 via *PR Newswire*

**Huntington obtains Browns' naming rights as bank expands**

September 15, 2024 via *Newark Advocate*

**UFC 306 at Sphere Pulls in Record \$22M for UFC, Sphere**

September 15, 2024 via *Sportico*

**Sources: Organizers seeking \$8-10M for title sponsor for December match featuring LIV, PGA Tour stars**

September 13, 2024 via *Sports Business Journal*

**MLB Playoff Batting Helmets to Host Strauss Decal in Branding First**

September 13, 2024 via *Sportico*

---

**Sports**

**WNBA awards Portland an expansion franchise that will begin play in 2026**

September 18, 2024 via *ABC News*

**MLBPA files NIL suit against DraftKings, FanDuel, other sports betting companies**

September 17, 2024 via *KFGO*

**Tennessee is adding a 10% fee on football game tickets next season to pay players**

September 17, 2024 via *ABC News*

**Has NBA hit brakes on Seattle Sonics expansion? What an ESPN insider says**

September 17, 2024 via *MyNorthwest*

**Global Sports Sponsorship: A Booming Industry Set to Surpass \$151 Billion by 2032**

September 17, 2024 via *Rio Times*

### **Whitehead becomes 1st CHL player to verbally commit to playing NCAA hockey**

September 13, 2024 via *Vegas Inc*

### **What's next for the Pac-12 and the Mountain West?**

September 13, 2024 via *MyNorthwest*

---

## **Music Biz**

### **Hockey Teams Face the Music Over Copyright Infringement**

September 16, 2024 via *Sportico*

### **BMI takes royalty rate dispute with Sirius XM to rate court**

September 13, 2024 via *Complete Music Update*

---

## **Film & TV**

### **'Baby Reindeer's Richard Gadd Inks First-Look Deal With Netflix**

September 17, 2024 via *Deadline*

### **Gavin Newsom signs bills to help provide AI protections for actors**

September 17, 2024 via *NBC News*

### **Creative life after death - or yes, you can control spinoffs from beyond the grave**

September 13, 2024 via *The Conversation UK*