

## Sports & Entertainment Spotlight

# Wrapping Up the Year: From Electrolytes to Soup-er Bowls and Kosher Deals

on 12.6.24

Welcome back to the Spotlight! Hard enough as it is to believe, but as sure as I am incessantly refreshing my web browser for stories about Juan Soto's free agency, we're nearly at the end of the year. Indeed, if the cold weather and manufactured deadlines that overlook that the calendar rolls over to a new day (granted, an increasingly questionable proposition in this crazy world...) were not evidence enough, people are receiving and gratuitously posting their Spotify Wrapped highlights from 2024. If I had the budget to support it, I'd do a version of my own that tracked the number of dad jokes and sports and entertainment business headlines but there's always next year (I think). Although tomorrow may not be promised, a cringe, eye-roll and/or smile is on the below:

- Alex Cooper -- host of the second most streamed podcast on Spotify, "Call Her Daddy" -- becomes the latest celebrity to wade into the beverage industry, launching "Unwell," an electrolyte-infused drink marketed to women. With her following, the brand may just do better than its name suggests.
- The Washington Commanders make something of an unconventional hire for their front office, bringing in the former CEO of the Campbell Soup Company to serve as the team's President. In so doing, the team is one step closer to a souper bowl.
- Speaking of soup, the traditional Jewish soup dumpling that is a matzo ball may soon be taking a more oblong shape, as Brigham Young University's first Jewish quarterback Jake Retzlaff unveils his NIL sponsorship with kosher food company, Manischewitz. Now that's something to kvell at!

**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.**

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**Endorsement Deals, Sponsorships & Investments**

**[Manischewitz to sponsor Jewish football player](#)**

*December 5, 2024 via Arutz Sheva News Jewish World*

**Texas Bowl scores new naming rights deal with Kinder's Premium Quality Seasonings & Sauces**

*December 4, 2024 via Biz Journal*

**'Call Her Daddy' Host Alex Cooper Is Launching Unwell Hydration, a Drink for Nights Out and the Mornings After**

*December 4, 2024 via Women's Wear Daily*

**How Soccer Practice Scored The Home Depot a 2026 World Cup Sponsorship**

*December 4, 2024 via AdWeek*

**Celebrities Have An Unquenchable Thirst For Beverage Startups**

*December 3, 2024 via Crunchbase*

**Valkyries Sign CarMax Sponsorship Ahead of WNBA Debut**

*December 3, 2024 via Sportico*

**The UConn Star Paige Bueckers Breaks New Ground With Signature Shoe**

*December 2, 2024 via New York Times*

**Gorilla Glue hand cream brand O'Keeffe's signs marketing deal with NBA stars**

*December 2, 2024 via Biz Journal*

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**Sports**

**CEO Leaves \$13 Billion Company to Run Commanders**

*December 4, 2024 via Front Office Sports*

**Miami's Cavinder twins join Caitlin Clark on Forbes 30 Under 30 list. Here's who else made list.**

*December 4, 2024 via Lancaster Online*

**Talent agency Gersh acquires sports representation firm You First in major expansion**

*December 3, 2024 via LA Times*

**Ohtani in Court to Reclaim Baseball Cards From Mizuhara**

*December 3, 2024 via Sportico*

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**Avenue Sports Fund and Playmaker Fund Partner to Source and Fund Sports Opportunities**

*December 2, 2024 via SGB Online*

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**Music Biz**

**The Taylor Swift Effect: How these brands went platinum on social**

*December 3, 2024 via Hootsuite Blog*

**Amagi acquires Argoid AI to address streaming industry challenges**

*December 3, 2024 via Economic Times*

**Say You Want a Revolution? How Royalty Financing Has Brought Radical Change to the Music Business**

*December 3, 2024 via MusicAlly*

**Sony Music sued by Patrick Moxey's Ultra Music Publishing for alleged copyright infringement; publisher claims the major is committing 'piracy' of its IP**

*December 2, 2024 via Music Business Worldwide*

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**Film & TV**

**Asset Entities Inc. Acquires 50% Ownership Interest in Adaptation Rights for "One Step Closer: From Xero to #1: Becoming Linkin Park" Literary Work**

*December 3, 2024 via ETF Daily News*