

## Sports & Entertainment Spotlight

# Starting 2025 with Reflection: Sports, Entertainment, and the Southern California Wildfires

on 1.13.25

Welcome back to the Spotlight! I would have loved nothing more than to kick off the first Spotlight of 2025 on a high note. In my own little bubble, winning another fantasy football championship seemed like a promising start. In the broader world, NFL teams are preparing to begin the postseason, the College Football season is reaching its climax and exciting professional and collegiate basketball seasons nearing their halfway point. In the entertainment industry, awards season kicked off nicely, with the Golden Globes being at its most critically acclaimed in some time. Sadly, we find ourselves having to confront yet another devastating and sobering situation in the wake of the ongoing wildfires in Southern California. Suddenly, awards shows, sporting events and business as usual in the sports and entertainment industries have been put on hold or relocated as, more significantly, hundreds of thousands face evacuation orders, losses of homes, businesses and loved ones. Not a great start to the year, and it does not feel like the time to (try to) be funny—I can regroup and do that next week. Instead, it is a time to check-in on those who may be impacted, offer helpful resources and, if feasible, to donate funds towards relief efforts and services.

**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

#### [Private equity looks to buy in to college sports](#)

*December 19, 2024 via CNBC*

#### [Damian Lillard joins exclusive club with new endorsement deal](#)

*December 18, 2024 via Larry Brown Sports*

#### [YouTube partners with CAA to help celebrities manage digital likeness in AI content](#)

*December 17, 2024 via LA Times*

**NWSL, Denver Group Enter Exclusive Expansion Talks at \$105-\$120M Fee**

*December 17, 2024 via Sportico*

**How to Get Celebrity Endorsements — Even if You're Not a Huge Brand**

*December 17, 2024 via HubSpot Company Product News*

**Elizabeth Banks Puts Her Unique Stamp (and Face) on Archer Roose Wine**

*December 16, 2024 via AdWeek*

**Pop-Tarts, Cheez-It, and Snoop Dogg Keep It Weird During College Bowl Season**

*December 16, 2024 via AdWeek*

**USAA extends sponsorship of the Army-Navy Games through 2030**

*December 16, 2024 via Insurance Business Magazine*

**FAU set to approve \$22.5 million naming rights deal for on-campus football stadium**

*December 16, 2024 via ABC News*

---

**Sports**

**Scandals, Some Changes In Public Perception Highlighted The Year For Sports Betting**

*December 19, 2024 via Associated Press*

**Looking ahead to the biggest sports media stories of 2025**

*December 18, 2024 via Awful Announcing*

**White Sox shorten ballpark's name to Rate Field**

*December 18, 2024 via ABC News*

**Michael Jordan Wins Preliminary Injunction in NASCAR Case**

*December 18, 2024 via Sportico*

**Accelerating Change: How Sports Navigates Bumpy Startup Sector**

*December 17, 2024 via Sportico*

**Major League Pickleball 2024 Season Post Mortem - Challenger Draft Day Analysis**

*December 13, 2024 via Forbes*

---

---

**Music Biz**

**Media Rights Technologies Sues Microsoft for Alleged Intellectual Property Theft:**

*December 18, 2024 via PR Newswire*

**MMF and YouTube Music mark 2024 Accelerator programme's support for 18 managers**

*December 17, 2024 via Music Week*

**Virgin Music Group to acquire Downtown for \$775 million**

*December 17, 2024 via Music Week*

---

**Film & TV**

**'The Crypto.com Showdown' creator Bryan Zuriff on the 'long journey to pull off LIV versus PGA'**

*December 17, 2024 via Awful Announcing*

**Briarcliff Entertainment Acquires Oscar Contender 'October H8te,' Documentary On Exploding Rise Of Antisemitism After October 7**

*December 13, 2024 via Deadline*