

## Sports & Entertainment Spotlight

# Four Years in the Spotlight: From Courtside to Center Stage

on 3.7.25

Welcome back to the Spotlight! Hard enough as it is to believe, with this week's entry, the *Spotlight* is celebrating its fourth birthday. (*sniffle, sniffle...*our business development content grows up so fast). No magicians at this party but, as luck would have it, there's always a clown. What started out with a small audience as a way of getting my name and passion for the sports and entertainment industry out there in a post-COVID world still somewhat hesitant to jump back into in-person networking, has grown with the help of a slightly-less-small audience into a conversation starter for in-person networking. I would be remiss if I did not acknowledge that I owe a debt of gratitude to those of you who have been on this ride from the beginning and offered words of support and encouragement along the way. I probably also owe that much more in apologies for the cringe dad jokes I've made you suffer through and all those yet to come. That's right—I'm just getting started.

- OK, so maybe there is magic for the 4 year celebration after all: Vegas casino RIO debuts a branded table game Penn & Teller's Casino Monte bearing the name, image and likeness of the magician duo. For their first trick, they'll make your life savings disappear!
- Stephen Curry and Marshawn Lynch – themselves Bay Area sports legends—are collaborating to produce a documentary on the life and legacy of Bay Area hip-hop artist Mac Dre. The biggest hang-up to the collaboration may be whether to go for 3 points or 6.
- A new private equity-backed music rights acquisition joint venture named Raven Music Partners comes knocking at the chamber door with an initial \$250 million investment. My two-cent investment is that it would be wise to stay away from the slogan, "Never More."
- Several strip clubs are the subject of claims that they had misappropriated the name, image and likeness of ten celebrities including Carmen Electra – when reached for comment, the strip club owners said, "Miss Appropriate? There's no one here by that name."

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**Endorsement Deals, Sponsorships & Investments**

**Serena Williams and the Toronto Tempo Are Coming for the WNBA**

March 6, 2025 via Glamour

**C4 Energy Enlists More College Athletes To Prove That Its Products Are Legitimate**

March 6, 2025 via AdWeek

**Meghan Markle urged to follow five-step plan for As Ever brand after latest Netflix flop**

March 5, 2025 via Daily Express

**Las Vegas Icon Rio Hotel Unveils Penn & Teller Casino Monte, a Revolutionary Celebrity-Branded Table Game**

March 5, 2025 via Travel and Tour World

**Federer-Backed On Brand Projects 2025 Revenue Up 27% to \$3.3B**

March 4, 2025 via Sportico

**Ionescu Invests In NWSL's Bay FC**

March 3, 2025 via Barron's News

**Tiger Woods Sun Day Red ambassador Karl Vilips details how endorsement deal came about**

February 28, 2025 via SB Nation

**Cizzle Brands Adds Pro Hockey Life to its Roster of CWENCH Hydration™ Retailers**

February 27, 2025 via Business Wire

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**Sports**

**'It's huge': Money talks as UNLV basketball nets big payday from NIL tournament**

March 3, 2025 via Vegas Inc

**PGA Tour extends event title sponsorship with 3M as commercial momentum continues**

March 3, 2025 via Sports Business Journal

**NCAA Committee recommends adding flag football**

March 1, 2025 via Danville Commercial News

**Charles Barkley slams college basketball, NIL: 'Don't think that's a sustainable model'**

February 27, 2025 via Awful Announcing

**Padel's popularity soars thanks to South Florida luxury clubs and tournaments**

February 27, 2025 via Biz Journal

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**Music Biz**

**ex-Guggenheim exec's Aquarian Holdings backs new \$250m music rights JV with Raven Capital**

March 5, 2025 via Music Business Worldwide

**Sony Music, DNS Capital lead \$16m Series A funding round for AI licensing platform Vermillio**

March 3, 2025 via Music Business Worldwide

**Drake settles legal action against iHeartMedia in dispute over 'Not Like Us'**

March 2, 2025 via NBC News

**ASCAP Posts Record \$1.8 Billion In Revenue for 2024, Along With Record Distributions.**

February 28, 2025 via Inside Radio

**Warner Chappell speeds up songwriter payments following investment in rights management systems**

February 28, 2025 via Music Week

**The Cranberries File Suit Against Island/UMG, Alleging Millions in Unpaid Digital Royalties**

February 28, 2025 via Digital Music News

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**Film & TV**

**Stephen A. Smith's ESPN Deal Makes Him a \$100 Million Man**

March 7, 2025 via Sportico

**Marshawn Lynch joins Stephen Curry for Mac Dre documentary**

March 5, 2025 via San Francisco Chronicle

**Nationals free to negotiate TV deal starting in 2026, settle lengthy MASN dispute with Orioles**

March 3, 2025 via ABC News

**MSG Networks on the verge of possible bankruptcy**

March 3, 2025 via Awful Announcing

**Fox's Lachlan Murdoch suggests NFL opt-out 'an opportunity' to 'deepen relationship' with league**

*March 3, 2025 via Awful Announcing*

**Celebrities claim strip clubs misappropriated their images in suits against Oz and Pony**

*March 3, 2025 via Madison*