

Sports & Entertainment Spotlight

Transfer Season, TikTok Drama & NCAA Chaos: Staying Agile in a Shifting Sports Landscape

on 4.11.25

Welcome back to the Spotlight! Before jumping in this week, allow me to clear the decks and orient you: it's cold as winter through many parts of the country, though allergy season is very clearly in full effect. TikTok is again living on borrowed time, channeling Fredo from "The Godfather" (*just when I thought I was out, they pull me back in!*) having been given another few months to find a suitable purchaser for its US operations. The global retaliatory tariffs on foreign goods in the US have similarly been delayed on every country that isn't China (and, as a result, negotiations with respect to TikTok are off). The graph line on my 401(k) needs an emesis bag. That's where we are today -- or at least I think. To add to the uncertainty, the NCAA basketball tournaments have concluded (congratulations to the UConn Huskies on the women's side and Florida Gators for the men's side) and many of those players in this year's tournament will vie to compete in next year's tournament – albeit for different schools. Indeed, thousands of basketball players have entered the NCAA transfer portal (that for some reason opened in the middle of the aforementioned basketball tournaments), looking for greener pastures (emphasis on "green") as they seek out more lucrative deals from brands and schools. The upshot?: Hard as it may be to plan in this volatile environment, adaptability, creativity and nasal decongestant will go a long way to ride out the choppy waters.

- University of Southern California-bound Alijah Arenas, son of former NBA all-star Gilbert Arenas follows in his dad's footsteps, signing an endorsement deal with Adidas. If Alijah's career takes off, he may make footsteps of his own in a signature shoe.
- In case you're starting to sour on pickleball, another emerging racquet sport, padel is on the rise with the Professional Padel League raising \$10 million for an expansion into the U.S. market. Approximately half of that will be spent to educate people on how padel is different from pickleball.
- Visual artist Daniel Arsham sues rapper Quavo and his record label Quality Control Music for copyright infringement after one of Arsham's works appeared in a promotional music video. It is as much a reminder to make sure your lawyer reviews works for rights and

clearances, as much as it is a breath of fresh air to have a copyright lawsuit against a recording artist that doesn't argue a song is sort-of, kind-of, reminiscent of another song.

For inquiries and/or unabashed compliments, please feel free to contact me at josh.bloomgarden@foster.com or add me on LinkedIn.

Endorsement Deals, Sponsorships & Investments

Tariff Shock Wipes \$318 Billion From Sports Stocks in a Week

April 9, 2025 via Sportico

Boston Celtics guard details new sneaker deal amid breakout season

April 8, 2025 via MassLive

Texas' Arch Manning adds to growing NIL valuation, inks deal with clothing company

April 8, 2025 via Fox News

Global Gaming League raises \$10M round for celebrity-endorsed gaming tournaments

April 8, 2025 via Venturebeat

Influencer Brands Are Making a Comeback

April 7, 2025 via The Business of Fashion

Gilbert Arenas' son Alijah lands big endorsement deal

April 7, 2025 via Larry Brown Sports

Sports

Pro Padel Raises \$10 Million, Pushing Sport To New Heights In U.S.

April 8, 2025 via Forbes

There's no dispute about Paige Bueckers' legacy: She put UConn back on top

April 7, 2025 via SB Nation

LSU's Livvy Dunne objects to potential landmark settlement. Here's what she said.

April 7, 2025 via Advocate

NBA's Deni Avdija Makes History as Highest-Paid Israeli Athlete

April 7, 2025 via Jewish Business News

Covid's legacy on sports world includes acceleration of NIL, paying college athletes

April 6, 2025 via LancasterOnline

Music Biz

YouTube launches new AI music tool... that makes instant copyright-free video soundtracks

April 11, 2025 via Music Business Worldwide

TICKET Act mandating 'all-in' pricing for events heads to full vote in US Congress

April 10, 2025 via Music Business Worldwide

RIAA Supports NO FAKES Act as Senators Blackburn, Coons, Tillis, Klobuchar and Representatives Salazar, Dean, Moran, Balint & Bipartisan Colleagues Reintroduce Landmark Bill

April 9, 2025 via Recording Industry Association of America (RIAA)

Artist Daniel Arsham Sues Rapper Quavo in Copyright Case

April 9, 2025 via ArtNews

NO FAKES Act aimed at cracking down on deepfakes reintroduced in US Congress – this time with support of Google and OpenAI

April 9, 2025 via Music Business Worldwide

Film & TV

Sports Emmys Nominations Revealed

April 8, 2025 via Deadline

Geno Auriemma, Dawn Staley believe women's tournament needs separate TV deal

April 6, 2025 via Awful Announcing