

Sports & Entertainment Spotlight

Big Money Moves: Endorsements, NIL Deals, Music Industry Shakeups, and New Frontiers in Sports and Streaming

on 4.25.25

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

[Mountain America Credit Union obtains naming rights for another Valley sports facility](#)

April 23, 2025 via Biz Journal

[Chiefs' Patrick Mahomes Signs Prestigious Endorsement](#)

April 23, 2025 via Fort Worth Star

[Susquehanna-Backed Soccer Shots Builds Pee Wee Sports Powerhouse](#)

April 22, 2025 via Sportico

[Emma Raducanu loses Vodafone endorsement deal after 'demanding too much money'](#)

April 16, 2025 via SportsPro

[Jalen Hurts, Serena Williams Among Athletes in Time100; Snoop Dogg to Host Gala](#)

April 15, 2025 via Boardroom

Sports

[Here's How Much Shedeur Sanders' NFL Draft Slide Could Cost Him](#)

April 25, 2025 via Forbes

[Judge delays House settlement over roster limits](#)

April 24, 2025 via Sports Business Journal

[Malik Beasley Agency Lawsuit Features Limits on Arbitration](#)

April 24, 2025 via Sportico

NFL Draft 2025: Is The League Ready For New Stars — Like Cam Ward, Abdul Carter And Travis Hunter?

April 24, 2025 via Forbes

PGA Tour's Zurich Classic extends title sponsorship through 2030

April 24, 2025 via WGNO ABC News

Women's flag football grows on college campuses, from startup clubs to varsity teams with NFL boost

April 23, 2025 via Anchorage Daily News

College sports enter new era with NIL deals

April 22, 2025 via Southwest Times

Dallas just signed a basketball star Nico Harrison isn't allowed to trade

April 22, 2025 via SB Nation

NCAA Greenlights Major Rule Change Letting Schools Pay Athletes—If A Judge Approves

April 22, 2025 via Forbes

NFL scouts make adjustments as they navigate evolving college football world ahead of draft

April 19, 2025 via Times of Northwest Indiana

Livvy Dunne makes big announcement

April 19, 2025 via Larry Brown Sports

Thompson High School football player declines \$750,000 NIL deal to stay in state, trainer says

April 18, 2025 via WVTM 13

Music Biz

Universal Music Group's \$775 Million Acquisition of Downtown to Be Scrutinized by European Regulators

April 25, 2025 via Variety

Meta launches Edits, a rival to TikTok parent-owned CapCut, with plans for expanded music options, including 'royalty-free'

April 24, 2025 via Music Business Worldwide

Diplo Inks Global Admin Deal With Warner Chappell: ‘One of the Most Accomplished Artists and Music Pioneers’

April 23, 2025 via Digital Music News

Cookie giant Crumbl, reportedly eyeing \$2bn sale, sued by Warner Music Group over ‘massive’ copyright infringement in TikTok posts

April 23, 2025 via Music Business Worldwide

‘You Are Somehow a Villain If You Use It’: Tons of Music Producers Are Secretly Using AI, New Study Reveals

April 21, 2025 via Entrepreneur Magazine

Coachella: The music festival-turned ‘marketing mecca’

April 18, 2025 via Campaign Live

Film & TV

MSG Networks nearing deal to avoid bankruptcy, could lead to YES Network merger

April 24, 2025 via Awful Announcing

Shaquille O’Neal reaches settlement in FTX lawsuit, terms remain secret

April 24, 2025 via Cointelegraph

Author Claims Meghan Markle ‘Pearl’ Netflix Project “Similar To Own Work” – report

April 20, 2025 via Deadline

Fat Joe’s Life Story Is Coming to Starz With Help from Kenya Barris

April 19, 2025 via Baller Alert

YouTube TV Could Soon Be The Exclusive Home For The NFL’s Week 1 Action But Max & Amazon Are Also in The Mix

April 18, 2025 via Cord Cutters News