

Sports & Entertainment Spotlight

Soap Stars, Billion-Dollar Skincare & Betting Aces: May Closes with a Splash

By Joshua Bloomgarden on 5.30.25 | Posted in Sports & Entertainment Spotlight

Welcome back to the Spotlight! Given the volume of rain across the country recently, I may have to temporarily change the title to “Floodlight.” Yikes. I’d say these late nights watching the NBA Playoffs have made me a little loopy, but then again, that joke is standard fare for this space that is often so corny that it would make a Nebraskan farmer blush. OK, enough of that – let’s get into some of this week’s stories.

- Actress Sydney Sweeney partners with soap brand Squatch on a limited edition bar of soap made with her used bath water. Glad to see **someone** is taking conservation efforts seriously!
- Just three years after launch, Hailey Bieber’s skincare brand Rhode is being acquired by e.l.f. Beauty for \$1 billion – which sounds great at first blush, but I know from my research to be wary of an elf that spins things into gold.
- Coffee company Nespresso and recording artist The Weeknd link up for an iced coffee campaign, meaning a recording session with Sabrina Carpenter can’t be too far off.
- The WNBA’s Las Vegas Aces enter a sports betting partnership with BetMGM – a heart-warming reminder to always bet on yourself.

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

[Want a Celeb-Endorsed Workout? New KC Gym Will be Backed by ‘Friends’ Star](#)
May 29, 2025 via Kansas City Star

Garage Beer, Owned by Kelce Brothers, Now Part-Owner of Arena Football Team

May 29, 2025 via Fox Business

MLB Purchasing Stake in Fledgling AUSL

May 29, 2025 via ESPN

Which Celebrity Brands Are Next for a Major Deal? Lady Gaga, Beyonce and More Possible Contenders for the Next Corporate Prize

May 28, 2025 via Women's Wear Daily

Historic Deal: Aces Land Sports Betting Partnership with BetMGM

May 28, 2025 via Las Vegas Review Journal

Nespresso's Cool Strategy to Captivate Gen Z

May 28, 2025 via The Drum

PepsiCo Joins Formula One as Official Sponsor in Multi-Year Global Sponsorship Deal

May 27, 2025 via Thorold News

Long One of MLB's Most Popular Teams, Cardinals Now Grappling with Attendance Woes

May 26, 2025 via Sports Business Journal

Alexis Ohanian, Chelsea and How to Value Women's Football Teams

May 26, 2025 via City AM

High School Football Will Never be the Same in Era of Transfers, NIL Money

May 25, 2025 via Coastline Pilot News

Caitlin Clark Could Have 'Billion Dollars' Worth to WNBA as Star Power Reaches Unforeseen Levels

May 25, 2025 via New York Post

NFL Academy Player Makes History with First-Ever International NIL Deal

May 24, 2025 via Fort Worth Star-Telegram

Here's Why Trae Young, Steph Curry And Other Pros Are Going Back To School

May 23, 2025 via Forbes

Off-Field Earnings Push Patrick Mahomes into Top 20 of World's Highest-Paid Athletes

May 23, 2025 via Kansas City Star

Sports

[Hotline Mailbag: Big Ten Revenue Shares for Oregon and Washington, New Pac-12 Playoff Cash and More](#)

May 26, 2025 via *Spokesman The Review*

[WWE-UFC Merger: Right Combination for Global Knockout?](#)

May 25, 2025 via *GuruFocus*

Music Biz

[NYC Council Passes Resolution Endorsing Fair Pay in Streaming](#)

May 29, 2025 via *Digital Music News*

[Lil Wayne Producer Sues Universal Music Over Millions in Allegedly Owed Royalties: 'UMG Has Simply Taken Advantage of Harrison's Hard Work'](#)

May 26, 2025 via *Digital Music News*

Film & TV

[As Live Sports Surge, Scripted Series Fade From Broadcast TV](#)

May 29, 2025 via *Sportico*

[Netflix Behind Jimmy Carr Comedy Podcast; Champion's League Soccer Breaks Records On Amazon; Prime Video 'Stolen' Trailer – Global Briefs](#)

May 28, 2025 via *Deadline*

[CBS Reaches Media Rights Deal for Rugby World Cup](#)

May 24, 2025 via *Awful Announcing*

[Charles Barkley 'Shocked' by Michael Jordan Joining NBA on NBC](#)

May 23, 2025 via *Awful Announcing*