

Sports & Entertainment Spotlight

Money, Media & Mom's Spaghetti: A Week of Big Bets and Bigger Brands

By Joshua Bloomgarden on 6.6.25 | Posted in Sports & Entertainment Spotlight

Welcome back to the Spotlight! Although men's basketball in New York City is on hiatus with the Knicks falling short of an NBA Finals appearance (I don't want to talk about it), women's basketball is picking up the slack, with the defending WNBA champions New York Liberty off to an undefeated start to the season. Indeed, women's sports continues to be ascendant, garnering investments throughout the sports world. While I have had my unbridled enthusiasm and fandom trampled over the past two weeks or so, there have been notable developments in that regard. For one thing, Major League Baseball got in on the action, making a significant investment in Athletes Unlimited Softball League (equal to a 20% equity stake) before the first pitch was even thrown. Additionally, CBS Sports just acquired US media rights for the UEFA Women's Champions League – giving viewers access to top-flight soccer matches, and in so doing, yet another way to get their fill of women's sports. With all the women's sports, you might want to find somewhere to post up with a lot of screens. Luckily, Oregon-based women's sports bar, "The Sports Bra" (not a typo) is able to...well...support you in those endeavors, as it received \$1 million in funding to franchise the concept far and wide.

- Eminem's publishing company Eight Mile Style sues Meta for copyright infringement, alleging \$109M in damages stemming from allegedly unlicensed use of Eminem's songs across Facebook and Instagram. That sum might be enough to make Zuckerberg cough up his mom's spaghetti.
- Restaurant franchise Red Lobster enters into a sponsorship deal with the WNBA's Chicago Sky, thus serving as an ever present reminder that while the sky may be the limit, your shrimp and cheddar bay biscuits don't have to have one (*Editor's note: Red Lobster's Unlimited Endless Shrimp deal was discontinued months ago, thus making this joke rather forced and anachronistic*).
- In just one season playing basketball for the Duke University Blue Devils, All-American basketball player and presumptive number one pick in this year's NBA Draft, Cooper Flagg earned an astronomical \$28 million in NIL revenue. Looking to make a mark of his

own and challenge that figure, high school recruit Davion Thompson partners with Bell's Master Blend Sauces for his own signature sauce. In contrast to Flagg and Thompson, in high school and college, many of their peers received *nil* dollars while hitting the sauce.

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

Seattle Storm Stakes Sold at \$325 Million Valuation

June 5, 2025 via Sportico

Justin Ishbia Strikes Deal for Chicago White Sox Control

June 5, 2025 via Sportico

Excel Sports Hires Moelis to Raise Funds, Explore Shamrock Exit

June 5, 2025 via Sportico

Meet Sam Green, Who Helps Athletes Build Brands in the Collegiate NIL Space

June 3, 2025 via Charlotte Observer

The NWSL's Most Valuable Teams 2025

June 2, 2025 via Forbes

California High School Athletes Seek Right to Player Profits in New Lawsuit

June 2, 2025 via Reuters

Celebrity-Made Wines that Hit the Right Notes

June 2, 2025 via BizPlus

Washington Freedom Announces Multi-Year Partnership with Clover

June 2, 2025 via GuruFocus

Bell's Master Blend Sauces Sign NIL Deal with Basketball Star Davion Thompson for Exclusive DT3 Hot BBQ Fusion Sauce

June 1, 2025 via EIN Presswire

College Star Xaivian Lee Signs Signature Sneaker Deal

June 1, 2025 via Forbes

Cooper Flagg Reportedly Made Staggering \$28 Million in NIL Money in One Season at Duke

May 31, 2025 via New York Post

Robinhood's Sports Prediction Markets Are a Hook for Wider Play

May 30, 2025 via Sportico

Ulta Beauty Raises Annual Profit Forecast, Posts Upbeat Quarter on Resilient Demand

May 30, 2025 via BrandEquity

Red Lobster Sponsors Chicago Sky for Current Basketball Season

May 30, 2025 via Nation's Restaurant News

MLB Purchasing Stake in Fledgling AUSL

May 29, 2025 via ESPN

Sports

NHL Teams Bracing for Tariff Impact on Equipment Prices

May 30, 2025 via Sports Business Journal

Music Biz

Meta Sued by Eminem's Publishing Company Over Alleged Copyright Infringement

June 4, 2025 via LA Times

Rezonate Music Rights Investment Platform Launches to Acquire Producers' Catalogues

June 3, 2025 via Music Week

Greenwich Entertainment Acquires NA Rights To 'Angelheaded Hipster' Doc On "Ultra-Charismatic" Marc Bolan And Band T. Rex

June 3, 2025 via Deadline

Music Industry Veteran Tony Latham Launches Royalty Access Studio, with Plans to Deploy \$20m in Artist Financing Over Next 12 Months

June 3, 2025 via Music Business Worldwide

Seattle Musician Launches Startup to Help Indie Artists with Licensing and Creators with Content

June 2, 2025 via GeekWire

Film & TV

NBA Finals Ad Inventory Sells Fast Despite Ratings Worries

June 6, 2025 via Sportico

Chicago Sports Network, Comcast Strike Cable Deal to End Impasse

June 5, 2025 via Sportico

Shaq and Iverson Team up to Revive Reebok from Obscurity in the Netflix Docuseries 'Power Moves'

June 5, 2025 via ABC News

The CW will Broadcast Savannah Bananas Baseball Madness as Network Leans into Live Sports

June 3, 2025 via Los Angeles Times

Charles Barkley, Kenny Smith and Shaquille O'Neal Will Work NBA Finals for NBA TV

June 3, 2025 via Awful Announcing

Amazon Fire Sticks are Enabling Billions in Video Piracy, Report Finds

June 1, 2025 via Techspot

'Inside the NBA' Signs Off from TNT as Barkley, Shaq, Smith and Johnson Head to ESPN

June 1, 2025 via Mercury News

CBS Sports Acquires the US Rights to Air Women's Champions League Matches

May 31, 2025 via Chicago Tribune

Emerging Sports

Cracked Media Ventures Announces Strategic Expansion into Emerging Sports Markets

June 6, 2025 via GlobeNewswire