

## Sports & Entertainment Spotlight

# The Spotlight Is Back in Session: Kelce Expands His Playbook, Lil Jon Takes Bronze and AI Music Steps Onto the Industry Stage

By Joshua Bloomgarden on 9.5.25 | Posted in Sports & Entertainment Spotlight

Welcome back! School is back in session and so too is this Sports and Entertainment business classroom we like to call the “Spotlight.” Here, the sharpness of your pencils will be matched only by that of my wit, the sardonic humor flows free like a hallway water fountain and that rectangular, cafeteria pizza is almost as cheesy as my jokes. Heck, you might even learn something along the way. Without further ado, please take your seats and have a look at your assigned reading below.

- Everything is coming up Travis Kelce, as the All-Pro Kansas City Chiefs Tight End scores a partnership with American Eagle, while Garage Beer, the company in which he and his brother Jason are major investors, closes a funding round valuing it at \$200M (a 10x increase in just about a year’s time). Oh, also his newly betrothed happens to be a billionaire singer-songwriter.
- Rapper and producer Lil Jon wins [third place](#) at the 2025 Muscle Beach fitness competition in Venice, CA. In recognition of the achievement, he received a bronze medal and will henceforth be referred to as “Jon.”
- A British man named Oliver McCann (professionally known as “imoliver”) makes (AI-generated) waves in the music industry, garnering a record deal from indie label Hallwood Media for his creation of AI-generated music. Certainly not the first time someone with minimal music talent has gotten a record deal and it won’t be the last. One thing is for certain: clearing the rights to the music must be a nightmare.

**For inquiries and/or unabashed compliments, please feel free to contact me at [josh.bloomgarden@foster.com](mailto:josh.bloomgarden@foster.com) or add me on [LinkedIn](#).**

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**Endorsement Deals, Sponsorships & Investments**

**[Michael Jordan’s Cincoro Is the Latest Tequila to Face a Lawsuit Claiming It’s Not Made](#)**

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### **From 100% Agave**

September 5, 2025 via Robb Report

### **Kawhi Leonard, Clippers Used Endorsement Deal to 'Circumvent' NBA Salary Cap**

September 3, 2025 via Athletic

### **McLaren Racing F1 Stake Sold at \$5 Billion Valuation**

September 2, 2025 via Sportico

### **Abercrombie's Sports Play Is the Natural Next Step in Its Reinvention**

September 2, 2025 via Boardroom

### **Beyoncé Turns Haircare Into Big Business With Cécred**

September 1, 2025 via Forbes

### **American Eagle Scores Win With Travis Kelce Collaboration, Timed Perfectly To Swift Proposal**

August 31, 2025 via Forbes

### **Why this CMU Professor Says NIL has Created More Parity in College Football**

August 30, 2025 via Lancaster Online

### **Celsius Unveils 2025 NIL Roster to Promote Brand Campaign**

August 29, 2025 via SmartBrief

### **Exclusive-Meta Created Flirty Chatbots of Taylor Swift, Other Celebrities Without Permission**

August 29, 2025 via KFGO

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## **Sports**

### **Caitlin Clark Sitting Out Rest Of WNBA Season After Multiple Injuries**

September 5, 2025 via Deadline

### **Roger Goodell Says Taylor Swift a 'Maybe' for Super Bowl LX**

September 3, 2025 via Front Office Sports

### **Billionaire Booster to Run Ads Calling for Congress to Allow National College Sports TV Package**

August 29, 2025 via Awful Announcing

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### Music Biz

#### **Billions in Royalties Lost to Bad Data — It's About Time You 'Know Your Artists'**

September 4, 2025 via *Digital Music News*

#### **Vinyl Records and CDs Spared from New US Import Tariffs**

September 2, 2025 via *Music Business Worldwide*

#### **'The Largest IP Theft in Human History': Breaking Down The Years-Long Investigation Into How AI Firms Are Stealing Music**

September 2, 2025 via *Billboard*

#### **Sting to Face Fresh Legal Battle with The Police over 'Every Breath You Take'**

September 2, 2025 via *Business Matters Magazine*

#### **First 'AI Music Creator' Signed by Record Label. More Ahead, or Just a Copyright Quandry?**

September 1, 2025 via *Slash Dot*

#### **Will Smith's AI-Enhanced Tour Video Sparks Backlash Over Deception**

August 31, 2025 via *Web Prone News*

#### **The Success of AI Music Creators Sparks Debate on Future of Music Industry**

August 31, 2025 via *Economic Times*

#### **Rapper LaRussell has Made Millions by Allowing his Fans to Set the Prices**

August 30, 2025 via *NBC News*

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### Film & TV

#### **Warner Bros. Discovery Sues Midjourney In Latest Copyright Lawsuit Over Use Of Studio Content In AI**

September 4, 2025 via *Deadline*

#### **'Bluey' Movie Gets August 2027 Release Date**

September 4, 2025 via *Variety*

#### **Tom Holland Scoured the Internet to "Understand" What "Fans Want" in 'Spider-Man: Brand New Day'**

September 4, 2025 via *Hollywood Reporter*

#### **Will Smith And Westbrook Set Multi-Picture Deal At Paramount Pictures**

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*September 3, 2025 via Deadline*