

Sports & Entertainment Spotlight

## **This Week in Sports & Entertainment: Carpenter’s Daydream Campaign Gains Steam, Brady Returns for a Fanatics Exhibition and Lavigne Turns a Pop Anthem into a Wine Label**

By Joshua Bloomgarden on 9.19.25 | Posted in Sports & Entertainment Spotlight

Welcome back to the Spotlight! If you feel a chill in the air, it might be because the seasons are changing and Fall is nearly upon us. Or perhaps, it’s the free speech and expression that Americans have held dear being chilled out of fear of reprisal or getting silenced whether it be by force or coercion. If the eggshells that I am walking upon are any indication, it seems like it is the latter. Call me old fashioned, but I miss the days of when people could hold differences of opinion, have civil discourse and engage in sifting and winnowing (shoutout to my alma mater University of Wisconsin) as opposed to resorting to violence or “cancelling” someone. In any event, I fear I have probably said too much, but yet not enough—so let’s switch gears...

- Fresh off her album release, Sabrina Carpenter is grabbing headlines with a cup giveaway and promotional “daydream” hotline with brand partner Dunkin’, and an announced October 18 host and musical guest appearance on Saturday Night Live (assuming the show is still on air).
- Tom Brady is coming out of retirement again – sort of. The future NFL Hall of Fame quarterback is slated to compete in a Fanatics-sponsored flag football exhibition in Riyadh, Saudi Arabia. Chances are that he’ll lead his team to victory—as long as Eli Manning isn’t there.
- Pop-punk singer and songwriter Avril Lavigne is launching a wine brand of the same name as her early 2000s song that put her on the map: “Complicated.” Consumers are encouraged to remember to stay well hy-drated and not to drive while intox-icated.

**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](#).**

---

This Week in Sports & Entertainment: Carpenter's Daydream Campaign Gains Steam, Brady Returns for a Fanatics Exhibition and Lavigne Turns a Pop Anthem into a Wine Label

---

## Endorsement Deals, Sponsorships & Investments

### **Avril Lavigne to Launch First Official Wine 'Complicated'**

September 17, 2025 via *The Drinks Business*

### **NWSL Bolsters Media Rights Package Ahead of Key Stretch**

September 16, 2025 via *Sportico*

### **Masters Announces it Will Expand TV Coverage to Amazon**

September 16, 2025 via *Larry Brown Sports*

### **Ohtani's Lawyers Say He Was Victim of Likeness Misuse in Real Estate Deal, Move to Dismiss Lawsuit**

September 15, 2025 via *Lancaster Online*

### **Dunkin' Taps Reality TV Star Jen Affleck in \$6 Value Meal Promotion**

September 15, 2025 via *Nation's Restaurant News*

### **Court Ruling Boosts Acceptance of Personality Rights in Deepfake Cases**

September 15, 2025 via *Economic Times*

### **Mark Cuban Stands Up For Steve Ballmer In Clippers Scandal: 'Look, Even Rich Guys Can Be Stupid'**

September 14, 2025 via *Benzinga*

### **Kevin Love Reacts to the Kawhi Leonard Accusation with Instagram Post**

September 13, 2025 via *Larry Brown Sports*

### **How Ultra-Rich Families Invest in Sports, From Major Leagues to Social Clubs**

September 12, 2025 via *CNBC*

### **Dunkin' Is Giving Away Free Sabrina Carpenter Cups**

September 12, 2025 via *NBC News*

---

## Sports

### **Ex-NFL Star Shawne Merriman Touts 'Game-Changer' Set to Debut for Lights Out Xtreme Fighting**

September 16, 2025 via *Fox News*

This Week in Sports & Entertainment: Carpenter's Daydream Campaign Gains Steam, Brady Returns for a Fanatics Exhibition and Lavigne Turns a Pop Anthem into a Wine Label

---

## **Tom Brady, Fanatics, Riyadh Season, FOX Sports and OBB Media Announce Groundbreaking Inaugural Flag Football Event**

September 15, 2025 via Fanatics

---

### **Music Biz**

## **Sony and Spotify Strike New Global Deal, Including a Direct Agreement for Sony Music Publishing in the US**

September 18, 2025 via Music Business Worldwide

## **Live Nation and Ticketmaster Sued by FTC Over Alleged 'Illegal Ticket Resale Tactics'**

September 18, 2025 via Music Business Worldwide

## **BMG Acquires Jason Aldean's Recorded Catalog Plus Tranche of Other Rights in \$250M Deal**

September 18, 2025 via Music Business Worldwide

## **Streaming Is Crushing Songwriters' Livelihood — Artist House Aims to Fix That**

September 17, 2025 via Variety

## **Latin Music Star Bad Bunny Reveals He Has No US Tour Dates to Prevent ICE Raiding His Concerts**

September 13, 2025 via Fox News

## **From CDs to Spotify: How the Music Industry has Started Making Money Again**

September 13, 2025 via El Pais

---

### **Film & TV**

## **SAG-AFTRA, WGA Blast Decision to Suspend Jimmy Kimmel: A 'Type of Retaliation That Endangers Everyone's Freedom'**

September 18, 2025 via Variety

## **'SNL' to Open Season 51 With Bad Bunny, Amy Poehler and Sabrina Carpenter as Hosts**

September 18, 2025 via Variety

## **HBO Max Acquires US Rights to Scripted Series 'One Day in October' About Hamas Attack**

September 17, 2025 via Algemeiner News

This Week in Sports & Entertainment: Carpenter's Daydream Campaign Gains Steam, Brady Returns for a Fanatics Exhibition and Lavigne Turns a Pop Anthem into a Wine Label

---

**New Line Acquires Rom-Com Spec From Writers Sas Goldberg & Ana Nogueira; Jason Orley Eyeing To Direct**

*September 17, 2025 via Deadline*

**Seth Rogen Revives 'The Muppet Show' as a Disney+ Special Starring Sabrina Carpenter**

*September 17, 2025 via Hollywood Reporter*

**'The Pitt' Edges Out 'Severance' for Best Drama Emmy in Night Filled With Upsets**

*September 15, 2025 via Los Angeles Times*

**'The Studio' Wins Comedy Series at Emmys, Beating Past Champs 'Hacks' and 'The Bear'**

*September 15, 2025 via Los Angeles Times*