

Sports & Entertainment Spotlight

A Spooktacular Week in Sports & Entertainment: Livvy Dunne Scores Secret Deal, Fox Backs Brady's Shadow Lion and Patti LaBelle Joins Forces with Primary Wave

By Joshua Bloomgarden on 10.31.25 | Posted in Sports & Entertainment Spotlight

Welcome back to the Spotlight, boos and ghouls. On this Halloween's Eve, the only thing scarier than brain-eating zombies is not having anything for said zombies to dine on. After all, as your mummy would say, "a brain is a terrible thing to waste." Fortunately, I am leaving out a big bowl of knowledge treats and there is no limit per customer—witch, to be frank(enstein), is great news for those of you looking for your fill of sports and entertainment business updates on the web. Make no bones about it, you can count on it like Dracula. Hopefully, these light-hearted holiday puns won't spook you off, and before long you'll be gob(b)lin more down for Thanksgiving. For now, open up your bags and get a handful of what I have to offer below.

- Gymnast/model Livvy Dunne turns a [viral moment](#) in which cameras captured her stress-sweating through her boyfriend Pittsburgh Pirates pitcher (and presumptive National League Cy Young award winner) Paul Skenes' final outing of the season, from a stain into gold, as she endorses Secret Anti-perspirant. No sweat indeed.
- Shadow Lion, the entertainment and marketing studio of Hall of Fame quarterback Tom Brady, gets a [strategic investment](#) from Brady's current employer, Fox Sports—the same company that pays him \$37.5 million per year. Talk about being outfoxed.
- Legendary R&B singer Patti LaBelle enters a partnership with Primary Wave involving such hits from her music catalog as "Lady Marmalade." Presumably the offer letter included the business version of the words, "*vous le vous coucher avec moi?*"

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

[Cameo Has a Big Issue With This Sora Feature, and It's Suing OpenAI](#)

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October 29, 2025 via CNET News

ESPN and Athletes Unlimited Announce Multi-Year Distribution Deal

October 29, 2025 via Athletes Unlimited

Madison Reed Makes History with First-Ever Mother-Daughter NIL Partnership: UConn's Sarah Strong and Boston Celtics VP Allison Feaster Join Team ColorWonder

October 28, 2025 via Business Wire

Austin FC's Valuation has Soared to \$912 Million Following the Borgen Family's Investment

October 27, 2025 via Mundo Deportivo USA

NFL Team Apparel Is Getting Fancier—and More Expensive

October 27, 2025 via Sportico

Louis Theroux Podcast Loses British Airways Sponsorship After Bob Vylan Interview

October 27, 2025 via Deadline

Tom Brady Revisits His Infamous 'Roast' in New Ad for SharkNinja

October 24, 2025 via Boston Globe

Sports

Why Can't the N.B.A. Move On from Its Old Stars?

October 26, 2025 via New Yorker

Shohei Ohtani Gambling Series Faces Hurdles as Execs Fear Jeopardizing MLB Relationship

October 26, 2025 via Awful Announcing

NBA Gambling Scandal Shines Harsh Light on US Sports' Embrace of Betting

October 24, 2025 via The Guardian

Big 12, TNT Sports Pleased with Start to New Football Relationship

October 24, 2025 via Sports Business Journal

NBA Gambling Scandal Won't Stop Sportsbook Marketing Blitz

October 24, 2025 via Sportico

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Music Biz

Universal Music and AI Song Generator Udio Settle Lawsuit Partner on New AI Platform

October 30, 2025 via ABC News

Primary Wave Inks Major Career-Spanning Catalog Deal with Patti LaBelle

October 30, 2025 via Digital Music News

MusicBird Acquires Producer Income from Estate of Rick Parashar

October 28, 2025 via Music Week

OpenAI Launches AI Music Tool to Compete in \$2.8B Market

October 27, 2025 via Web Prone News

As the AI Bubble Swells, Spotify's 'Artist-First' AI Music Product Announcement Might Just be Code for Maximising Shareholder Value

October 27, 2025 via IPKat

YouTube Announces Record \$8B Payout to Music Industry for 2025

October 24, 2025 via Web Prone News

Film & TV

'Wicked: For Good' Tracking to Open to Bewitching \$115M-\$120M at Thanksgiving Box Office

October 30, 2025 via HollywoodReporter

WNBA Rookie Of The Year Paige Bueckers To Star In Sports Drama 'Jess & Pearl' From Apple

October 29, 2025 via Deadline

Tubi Inks Deal With Heartbeat for Creator-Driven Film Slate

October 29, 2025 via HollywoodReporter