

## Sports & Entertainment Spotlight

# **Shake-Ups on Center Stage: Zion Williamson Parts Ways With Jordan, A\$AP Rocky Considers an NYC Run & Khaby Lame Secures a Near-Billion Valuation**

By Joshua Bloomgarden on 1.30.26 | Posted in Sports & Entertainment Spotlight

Welcome back to the Spotlight! Just one year ago, many wondered whether The Grammy Awards would go forward in light of the massive wildfires that devastated Southern California. Nevertheless, the show went on, with partnerships nobly geared towards relief efforts and showing appreciation for firefighters. This year, instead of fire, we have ice and frigid temperatures marring much of the country, though the world most assuredly is still burning (tip of the hat to Billy Joel). So what to expect this year on “music’s biggest night?” Look for the K-Pop revolution to take center stage, emerging talent who got their start on TikTok, Travis Kelce to have a role reversal with Taylor Swift by cheering on her (award) receptions and a whole slew of human expression and creativity on which to train AI models. Without further ado, let’s see the nominees for this week’s Spotlight (where the winner is always you).

- Jordan Brand is discontinuing its signature sneaker partnership with New Orleans Pelicans forward Zion Williamson, after his pro basketball career has fallen short of lofty expectations, leaving him on poor footing with the marketing team.
- Recording Artist A\$AP Rocky is entertaining a run for New York City Mayor. Aside from the fact that I appreciate the whimsy of Rocky, whose legal name is Rakim Mayers, being referred to as “Mayor Mayers,” he and his potential First Lady Rihanna could certainly wield influence to work (work work work work) to address the City’s...”----in’ problems.”
- TikTok creator Khaby Lame, who rose to prominence for his viral “life hack” videos made the ultimate life hack by selling an equity stake in his company Step Distinctive Limited at a nearly \$975 million valuation. On a related note, I will henceforth take it as a compliment whenever someone calls my content “Lame.”

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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](#)

#### Endorsement Deals, Sponsorships & Investments

##### **Sponsorships: A Drive to Survive**

January 30, 2026 via *Radio Ink Magazine*

##### **David Blitzer, Main Street Join \$50 Million Purchase of MotoGP Team**

January 30, 2026 via *Sportico*

##### **Geno Auriemma Invests in 360 Hoops, Backing the Next Evolution of Basketball**

January 29, 2026 via *PR Newswire*

##### **Sylvester Stallone-Backed AI Solutions Provider Largo Acquires E-Poll Market Research**

January 27, 2026 via *Deadline*

##### **From Skims to J.Crew, These Sporty-Chic Winter Olympics Merch Collabs are Medal-Worthy**

January 27, 2026 via *New York Post*

##### **Range Sports Acquires Live Experiences Company Superfly**

January 27, 2026 via *Hollywood Reporter*

##### **TikTok Creator Khaby Lame Makes \$975 Million Deal For His Brand**

January 27, 2026 via *Hollywood Reporter*

##### **The Super Bowl Is 2 Weeks Away. So Why Are the Ads Here Now?**

January 26, 2026 via *Sportico*

##### **Zion Williamson is Losing a Notable Endorsement Line**

January 24, 2026 via *Larry Brown Sports*

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#### Sports

##### **Lucky Strike Enlists Peter Murray as Media Chief and to Run Pro Bowling Association**

January 28, 2026 via *HollywoodReporter*

##### **Duke and QB Darian Mensah Reach Settlement to Resolve Legal Fight, Clearing Way for His Transfer**

January 27, 2026 via *Lancaster Online*

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**Players, Coaches Navigate New High School Transfer Rule**

January 27, 2026 via *The Columbian*

**Club Sportico: Athletes Are Taking Over LinkedIn**

January 24, 2026 via *Sportico*

**Trinity Rodman: NBA Legend's Daughter Signs Record Women's Football Contract**

January 23, 2026 via *City AM*

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**Music Biz**

**BMG in Talks to Acquire Concord**

January 30, 2026 via *Music Business Worldwide*

**UMG Sues Anthropic for \$3bn Over 'Brazen' Copyright Infringement of 20,000+ Songs**

January 28, 2026 via *Music Business Worldwide*

**Silicon Symphonies: AI's Audacious Bid for the Soul of Classical Music**

January 24, 2026 via *Web Prone News*

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**Film & TV**

**'Snapped' Producer Jupiter Entertainment Eyes Soccer Series After Scoring First-Look Deal With Kickback**

January 29, 2026 via *Deadline*

**Unable to Stop AI, SAG-AFTRA Mulls a Studio Tax on Digital Performers**

January 29, 2026 via *Variety*

**Brillstein Entertainment Partners Signs Comedian, Actor & Writer Paul Chowdhry**

January 28, 2026 via *Deadline*

**Campfire Studios Is Known For True-Crime & Cheerleaders. Now It's Working With One Direction Members & Diving Into The Dating World**

January 28, 2026 via *Deadline*

**A Fan-Favorite Survivor Contestant Has Written a Novel About a Show That Looks a Whole Lot Like Survivor**

January 27, 2026 via *Slate Magazine*

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**Former Paramount Co-CEO Brian Robbins Pivots to YouTube, Launches Big Shot Pictures**

*January 27, 2026 via Hollywood Reporter*

**FilmRise Buys Worldwide Rights To 'The Infographics Show', Digital Franchise That Tries To  
Make Complex Concepts Simpler**

*January 23, 2026 via Deadline*