

Sports & Entertainment Spotlight

Star Power & Gridiron Glory: A Super-Sized Weekend in Sports & Entertainment

By Joshua Bloomgarden on 2.6.26 | Posted in Sports & Entertainment Spotlight

Welcome back to the Spotlight! Sports and entertainment junkies rejoice, for this weekend not only marks the opening ceremony of the Winter Olympics in Milan/Cortina Italy, but there is also a pretty big (dare I say, “super”?) football game on Sunday, as the Seattle Seahawks and New England Patriots square off in Santa Clara, CA in Super Bowl LX. Both events are likely to be star-studded and brimming with fanfare and intrigue. That’s all to say nothing of Sunday’s oxytocin and serotonin-inducing Puppy Bowl. Speaking of dogs, while I am cheering on Team USA in the Olympics, I can’t say I have one in the fight for the Super Bowl. On the one hand, there’s the New England Patriots, who have won championships all too often (except for when they play my New York Giants), on the other hand there are the Seattle Seahawks, who would otherwise be a more sympathetic team but for the fact that a victory will mean that my Washingtonian colleagues will have bragging rights for at least the next year. So, I guess I am just hoping for a good, entertaining game. Some pigs in a blanket wouldn’t be bad either. The wonderful thing about the Super Bowl is that it has something for pretty much everyone. And on one day, nearly the whole country sets aside their differences and gravitates to the game, Super Bowl parties, betting and the high-priced, high-profile commercials. In normal times in which everything is not politicized, you might also include the halftime show in that list, but for some reason, some folks are uncomfortable with a musical performance from a bilingual US Citizen. Perhaps they just don’t like bunnies or at least not the “bad” ones.

Regardless of your motivations for tuning in, both events will certainly be part of the discourse for the foreseeable future. I think we can all agree it would be really bad timing (hypothetically, of course) for a prominent newspaper to shut down its sports newsroom...

- In light of recent geopolitical tensions, Canadian pop star Tate McRae is in hot water north of the border for appearing in an NBC Sports commercial in support of Team USA if she keeps this up, she might have to start paying for healthcare.
- Leveraging a multiyear partnership and endorsement deal with farm equipment company Kubota, country music star Blake Shelton drove a tractor to Caesars Palace to announce additional dates for his Las Vegas residency. A creative, yet curious sight in a town less famous for tending, than for betting, the farm.

- National Women's Soccer League expansion team, Boston Legacy FC nets a sleeve sponsorship with Hyundai Motor Company, because nothing says "Boston Legacy" like a South Korean car company. After all, who could forget Paul Revere's midnight ride on his Sonata?!

Endorsement Deals, Sponsorships & Investments

[Boston Legacy FC Announces Inaugural Sleeve Sponsorship with Hyundai Motor America](#)
February 4, 2026 via Hyundai

[Tate McRae Stars in American Olympic Ad and Canada Wants Answers](#)
February 4, 2026 via Daily Hive

[Unrivaed's Road Win Underscores Advertiser Enthusiasm](#)
February 4, 2026 via Sportico

[Florida's DeSantis and MLB Commissioner Support New Rays Stadium in Tampa](#)
February 3, 2026 via ABC News

[AI Will Supercharge Sports Team Valuations, Says Arctos Partners' Charles](#)
February 3, 2026 via CNBC

[Ex-NFL Pro, Commanders Exec Says Women's Sports Is An Undervalued Asset](#)
February 3, 2026 via Front Office Sports

[How Otro Capital Blew Past Targets to Raise \\$1.2B for First Fund](#)
February 3, 2026 via Sportico

[LSU was Investigated for Potential Unreported NIL Deals. Here's How the Case Came to a Close](#)
February 3, 2026 via The Reveille

[Diageo Sale of Royal Challengers Cricket Team Could Land \\$2 Billion](#)
February 2, 2026 via Yahoo! News

[How Did the ESPN-NFL Mega-Deal Get Approved So Quickly?](#)
February 1, 2026 via Awful Announcing

[CVC's Sports Strategy: From F1 to Cowboys](#)
January 31, 2026 via Financial Times

Sports

[2026 Winter Olympics: 10 Breakout Stars To Watch At Milan-Cortina](#)

February 4, 2026 via Deadline

[Norwegian Skier Hands IOC a Petition to 'Ski Fossil Free' Ahead of the Olympics](#)

February 4, 2026 via ABC News

[Ohio House Bill Aims to Ban NIL in Junior, High School Sports](#)

February 3, 2026 via Clermont Sun

[This Spanish Figure Skater May Get to Skate his Minions Program at the Olympics After All](#)

February 3, 2026 via Lancaster Online

[NFL Facing Pressure Over Steve Tisch's Link to Epstein](#)

February 3, 2026 via Sports Business Journal

[This Olympic Gold Medalist Went From \\$200,000/Year Sponsorship to \\$12/Hour Internship: 'It Was a Perfect Fit for Me'](#)

February 3, 2026 via The Sun

[NBA Sources Think Kawhi Leonard's All-Star Snub Due to Aspiration Scandal](#)

February 2, 2026 via Awful Announcing

[Senior Bowl Hints at Change in Attitude Toward NIL, Transfer Portal](#)

January 31, 2026 via Florida Sun Sentinel

[Kansas City is a Hotbed for Girls Basketball. These Recruits Lead the 2026 Class](#)

January 31, 2026 via Kansas City Star

[College Athletic Departments Are Wooing Recruits With Content Studios](#)

January 30, 2026 via Front Office Sports

Music Biz

[Blackstone Sells Part of Recognition Music Catalog to Sony Music for Over \\$200M](#)

February 4, 2026 via Music Business Worldwide

[Inside the Hidden Profession Ensuring Musicians Get Paid in the Streaming Age](#)

February 3, 2026 via Web Prone News

[Ben Platt & Rachel Zegler Bringing 'The Last Five Years' Concert Staging To New York And Los Angeles](#)

February 3, 2026 via Deadline

[South Korean Startup Mippia Tackles Music Copyright and Plagiarism Risks in AI](#)

February 3, 2026 via DigiTimes

[Anti-ICE Protests, Brilliance by Bieber and the Dalai Lama's First Win: The 10 Biggest Moments at the 2026 Grammys](#)

February 2, 2026 via The Guardian

[As AI-Generated Music Advances, Humans Still Lead in Creativity, CMU Research Finds](#)

January 30, 2026 via Carnegie Mellon University

[Blake Shelton Uses Tractor to Announce Additional Las Vegas Residency Dates](#)

January 30, 2026 via Farms

Film & TV

[YouTube Revenue for Full-Year 2025 Topped \\$60 Billion, Making Video Platform Bigger Than Netflix](#)

February 4, 2026 via Variety

[Rematch Eclipses One Billion Sports Highlight Views](#)

February 4, 2026 via The Whig

[Netflix Attacked For Having "Wokest Content In The History Of The World" By MAGA Senators At WB Deal Hearing](#)

February 3, 2026 via Deadline

[The First Mainly AI-Generated Super Bowl Ad Is Here, For Better or Worse](#)

February 3, 2026 via Hollywood Reporter