

Sports & Entertainment Spotlight

This Week in Sports & Entertainment: Bears Weigh Iowa Move, NFL Launches Flag League, Once Upon a Farm's IPO Pops & Giannis Extends His Off-Court Portfolio

By Joshua Bloomgarden on 2.13.26 | Posted in Sports & Entertainment Spotlight

Welcome back to the Spotlight, my not-so-secret admirers. Even if this weekend were not Valentine's Day, the city of Seattle would still undoubtedly be feeling the love and basking in the afterglow of the Seahawks' dominant Super Bowl victory over the New England Patriots. For those unattached to either team, the game—which underwhelmed with many punts and field goals—seemed to be light on the roses and heavy on the thorns. Still, the game was one of the most watched Super Bowls in ever, undoubtedly aided by the historic, controversial (only because it was labeled as such) halftime performance by Bad Bunny. No matter, as Benito eloquently summed it up following a memorable, jubilant performance championing Puerto Rican (and yes, American) culture, “the only thing more powerful than hate is love.” Or, as I might say: “less stupid, more cupid.” In any event, a brief programming note here that I will be returning in 2 weeks with a full heart, but for now, please enjoy the box of chocolates that is the Spotlight.

- The Chicago Bears are said to be considering a move to a brand new football stadium in Iowa. In other words, Daaaa Bears may move to a state whose capital is Deeees Moines.
- The NFL taps Tiger Woods and Rory McIlroy's TMRW Sports to run operations for a new flag football league. Hardly the first time either of them aimed for a flag.
- Once Upon A Farm, the kids food brand co-founded by actress Jennifer Garner, garners a \$724 million valuation in its IPO—or roughly the cost of feeding my two sons.
- Milwaukee star Giannis Antetokounmpo stays busy off the court as he follows up an equity stake in prediction markets company Kalshi and with a partnership with e-commerce delivery company Gopuff. As for a prediction as to where he will play basketball next year? I happen to know of a city with great delivery options...

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Endorsement Deals, Sponsorships & Investments

[Sportsology Buys Texas Rangers Stake, PE Firm Seeks \\$500M for Fund](#)
February 12, 2026 via MSN

[Apollo Ready to Deploy US\\$6BN for New Sports Investment Company](#)
February 11, 2026 via SportsPro

[Giannis Antetokounmpo Teams up with Gopuff After Kalshi Controversy](#)
February 11, 2026 via WI Sports Heroics

[Ashley Graham on Her New Wine Brand Lucci Lambrusco, Inclusivity in the Fashion Industry and Victoria's Secret: 'Do They Have All the Sizes That They Should? No. But They're Working Towards It'](#)
February 11, 2026 via Variety

[Iowa Bears? Lawmakers Propose Bill for NFL Team](#)
February 11, 2026 via Front Office Sports

[Cowabunga! Paramount Going All In on 'Teenage Mutant Ninja Turtles' With YouTube Show, Mattel Line — and Even Restaurants](#)
February 10, 2026 via Hollywood Reporter

[MrBeast's Bold Bet on Banking: How YouTube's Biggest Star Plans to Disrupt Mobile Finance With 'Step'](#)
February 9, 2026 via Web Prone News

[Fernando Mendoza Teams With Taco Bell, and Ben Affleck Recruits '90s TV Stars to Pitch Dunkin' For Super Bowl](#)
February 6, 2026 via Franchise Times

[From Baby Food Pouches to Wall Street: How Jennifer Garner's Once Upon a Farm Pulled Off One of 2026's Hottest IPOs](#)
February 6, 2026 via Web Prone News

Sports

[TMRW Sports 'to Run' NFL Flag Football League](#)
February 13, 2026 via SportsPro

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[Super Bowl LX Draws 124.9 Million Viewers](#)

February 11, 2026 via MSN

['Heated Rivalry' Is Bringing New Fans to Hockey. Does the Sport Deserve Them?](#)

February 11, 2026 via Wired

[Meet the Athletes Behind 'Team Fifth Third' and the Stories That Move Them Forward](#)

February 10, 2026 via Fifth Third Bancorp

[Boston Ready for FIFA Fan Fest as World Cup Threat Looms Large at Gillette Stadium](#)

February 10, 2026 via Boston Herald

[U.S. Olympians Earn Just 5% of What Singapore Pays—Many are Forced to Juggle Jobs as Baristas, Brokers, and Dentists Just to Get By](#)

February 10, 2026 via Yahoo!

[Ex-NFL Players Could Join NBA Vets in Seeking NCAA Eligibility](#)

February 10, 2026 via Sportico

Music Biz

[UMG Signs Global Licensing Deal with ClicknClear for Choreographed Sports](#)

February 13, 2026 via Music Week

[Wasserman's Epstein Ties Cause Chaos at His Music Agency. Artists and Staff Want Him Out](#)

February 11, 2026 via Coastline Pilot News

[Olivier Chastan's Iconoclast in Sale Talks at Price Tag of Around \\$500 Million](#)

February 11, 2026 via Music Business Worldwide

[Britney Spears Sells Her Music Catalog for Undisclosed Amount](#)

February 10, 2026 via USA Today

[YouTube Music Locks Lyrics Behind a Paywall — and Free-Tier Users Are Furious](#)

February 9, 2026 via Web Prone News

[Warner and Bain Increase JV Fund by \\$200M. Will Red Hot Chili Peppers Deal be Next?](#)

February 5, 2026 via Music Business Worldwide

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Film & TV

[NBC's Winter Olympics TV Viewership Up 93% Through 5 Days](#)

February 12, 2026 via Front Office Sports

[Apple Acquires 'Severance' As It Grows In-House Studio; Series Eyes Summer S3 Start, 4-Season Run & Universe Expansion; Fifth Season To EP](#)

February 11, 2026 via Deadline

[Propagate Content Lands \\$50M Investment From Ares Management](#)

February 11, 2026 via Deadline

[Bad Bunny's Super Bowl Halftime Show Celebrated America – All of it – with a Message of Unity](#)

February 10, 2026 via Associated Press

[With 'Sinners,' Proximity Media Hit a Home Run. Its Founders Reveal What Comes Next](#)

February 10, 2026 via Los Angeles Times

[AI and Health Dominate Super Bowl Ads](#)

February 8, 2026 via Salon News

[Rematch: AI-Powered Youth Sports Highlights Platform Tops One Billion Views](#)

February 6, 2026 via Pulse 2.0

[Ketchup Entertainment Acquires Domestic Rights to Live Nation Studios' Rolling Loud](#)

February 6, 2026 via Ticket News

[Who Owns the 'Ghostface' Mask? Paramount and Spyglass Sue Ahead of 'Scream 7' Release](#)

February 6, 2026 via Hollywood Reporter