

Sports & Entertainment Spotlight

March Madness Ends Early for Wisconsin, but Michael B. Jordan, Jay-Z and Cam Schlittler Keep the Spotlight Moving

By Joshua Bloomgarden on 3.20.26 | Posted in Sports & Entertainment Spotlight

Welcome back to the Spotlight! The first round of the NCAA Men's Basketball Tournament affectionately (and trademark-ly) known as "March Madness" officially tipped off yesterday at 12:15pm Eastern Time. Within about three hours' time, madness turned to sadness as my alma mater University of Wisconsin Badgers were eliminated by a University seemingly named after a Snoop Dogg free throw ("High Point"). But maybe that is for the best. For one thing, the world offers more than enough madness the other 11 months of the year. For another thing, what I have lost in bracket pool entry fees, pride in watching my alma mater's basketball program and yes, even joy, I have made up in spades with gained productivity and mental bandwidth. I need not concern myself with the outcome of any of the remaining games. So, for those out there considering hiring sports and entertainment attorneys who graduated from Duke, Michigan, Florida, Arizona or any of the other schools still participating in the tournament, might I humbly suggest a humbled Wisconsin alum?

- At the Oscars, Michael B. Jordan took home the top award for Best Actor in a Motion Picture for his role in "Sinners." This accomplishment is all the more impressive given that there was no Best Supporting Actor award for Scottie Pippen.
- Jay-Z announces two back-to-back nights of performances at Yankee Stadium to celebrate the 30th and 25th anniversaries of his iconic albums "Reasonable Doubt" and "The Blueprint," respectively. This makes me feel so old that I can't figure out whether to try to get tickets or stay home and watch re-runs of "Matlock."
- Phenom starting pitcher Cam Schlittler, who calls Yankee Stadium "home," was sent a humane insect removal tool by PETA after reports of his calling security to have a spider removed from his locker. Creative, but unless the spider starts weaving webs that say "Radiant Pitch," I think the real play would be in an endorsement deal with Raid.

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Endorsement Deals, Sponsorships & Investments

[Meet Mark Zuckerberg's College Roommate. He's an Olympian-Turned-VC Exec Who Now Invests in Your Favorite Celebrity Businesses](#)

March 20, 2026 via Yahoo!

[Zoomex Launches Twin Stars Cup Trading Competition with Up to \\$150,000 Prize Pool](#)

March 20, 2026 via GlobeNewswire

[Meet Pasta Brand Ripi's Lottery Ticket: Duke Recruit Deron Rippey Jr.](#)

March 19, 2026 via Sportico

[Elite NFL Athletes and Top CEOs Are Gathering for an Exclusive Business Summit in Utah](#)

March 19, 2026 via Entrepreneur Magazine

[JPMorganChase Partners with Sports Legends to Help Athletes Master Their Money](#)

March 18, 2026 via JP Morgan Chase

[The Real Winners of March Madness? Brands that Move Fast on NIL Deals](#)

March 18, 2026 via Modern Retail

[Nebraska NIL Dispute Tests Legal Deference to CSC, House Settlement](#)

March 16, 2026 via Sportico

[Ariel's Project Level Seeks \\$1 Billion for Women's Sports](#)

March 16, 2026 via Sportswire Women

[Expanse Studios Enters Content Deployment Partnership with Stake](#)

March 13, 2026 via GlobeNewswire

Sports

[Cam Schlittler's Yankees Spider Encounter Has PETA on the March](#)

March 17, 2026 via Yahoo!

[Pelé's Renowned Mid-Air Bicycle Kick at Heart of Copyright Lawsuit](#)

March 16, 2026 via Sportico

[NBA Sets Wheels in Motion to Add Two Western Conference Expansion Teams](#)

March 16, 2026 via Sports Illustrated

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[Wisconsin Senate Set to Take Up Sports Wagering, UW-Madison NIL on Final Day](#)

March 16, 2026 via The Center Square

[Viral McNeese Student Manager Makes March Madness Return](#)

March 15, 2026 via Front Office Sports

Music Biz

[Streaming Fraud Man Who Pocketed \\$8M Using Hundreds of Thousands of AI Songs Streamed Billions of Times by Bots Pleads Guilty](#)

March 19, 2026 via Music Business Worldwide

[Jay-Z Announces Two Album Anniversary Shows at Yankee Stadium](#)

March 18, 2026 via ABC7

[Bruno Mars Signs Global Publishing Administration Deal with Avex Music Group](#)

March 18, 2026 via Music Business Worldwide

[Sony Removes 135,000 'Deepfakes' of its Artists' Music](#)

March 18, 2026 via BBC News

Film & TV

[AI Influencers Are Here. Real Content Creators Have One Way to Fight Back](#)

March 20, 2026 via Business Insider

[Legal AI Firm Harvey Signs Suits Star Gabriel Macht in Rare B2B Brand Deal](#)

March 19, 2026 via Business Matters Magazine

[Michael B Jordan Wins Best Actor Oscar for Sinners](#)

March 16, 2026 via The Guardian

[Ex-NFL Star Predicts Streaming Giants Will Team up for Bundles as League Rights Become 'So Damn Expensive'](#)

March 14, 2026 via Fox

[The NFL is Asking CBS to Pay An Extra \\$1 Billion to Keep NFL TV Rights](#)

March 13, 2026 via Cord Cutters News