

Sports & Entertainment Beat

From Courtside to Beauty Counters: The Bold Moves Shaping Sports and Entertainment

on 9.13.24

Welcome back to the Spotlight! Though you may have been down on your luck this Friday the 13th, I am here to do my best to help you reverse course. Even if you happened to step on a crack, walk under a ladder, break a mirror, have your path crossed by a black cat or upset a bowl of salt (they can be rather temperamental), you may still consider yourself amongst the fortunate (ever-dwindling) few to be regaled with sports and entertainment business stories in a pithy, snarky and downright cheesy format.

- Pop singer/actress Sabrina Carpenter inks beauty and haircare endorsement deals with Prada and Redken. An espresso-oriented deal (if not one for sandpaper and clamps) can't be far off.
- Social Media Platform (and target of Congressional scrutiny due to being a possible national security threat) TikTok is now a sponsor of Monumental Sports & Entertainment, the holding company for the Washington Capitals, Wizards and Mystics. I guess they figure it's time they ingratiate themselves with *someone* in DC.
- Following the lead of LeBron James with his DraftKings Sportsbook endorsement, fellow NBA Superstar Kevin Durant is now a spokesperson for FanDuel Sportbook. A few years ago would it have been surprising to hear that active NBA players were promoting legal sports gambling? You bet.

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

[Jerry Jones-Backed Faze Clan Regroups After Stock Flame-Out](#)

September 11, 2024 via Sportico

These College Football Stars Are Cashing in the Biggest NIL Deals

September 11, 2024 via 24/7 Wall St News

Honey Deuce sales at US Open revealed as cocktail explodes in popularity

September 10, 2024 via Fox News

Why should celebrities' endorsements matter to us?

September 10, 2024 via Everett Herald

Mario Cristobal promotes UM NIL collective Canes Connection in new social media ad

September 10, 2024 via Orlando Sentinel

Celebrity-backed Tequilas up 16% in 2023

September 9, 2024 via Spirits Business

NIL Platform NILLY Announces Strategic Partnership with Harlan Capital Partners to Empower Student-Athletes

September 9, 2024 via PR Newswire

Monumental Sports & Entertainment and TikTok Announce Partnership

September 9, 2024 via PR Newswire

Kevin Durant continues FanDuel partnership with new NFL-related role

September 8, 2024 via Awful Announcing

Conor McGregor's beer and whiskey both rank in top celebrity brands

September 6, 2024 via Irish Mirror

NYCFC Taps Klutch to Sell Premier Sponsorships for New Stadium

September 5, 2024 via Sportico

Sports

Ex-Michigan football players sue NCAA, Big Ten Network for \$50M over highlights, replays still in use

September 12, 2024 via CBS News

NBA commissioner's latest expansion update: 'We're not quite ready'

September 10, 2024 via MyNorthwest

NBA Would Consider Possible Tiered Celtics Sale, Adam Silver Says

September 10, 2024 via Sportico

Dana White Says \$20 Million UFC Sphere Show Will Transform Sports

September 10, 2024 via Sportico

Music Biz

Tuned Global signs UMG deal on recorded music catalogue

September 11, 2024 via Music Week

EXCLUSIVE: Sabrina Carpenter Is Redken's First-ever Celebrity Ambassador

September 9, 2024 via Women's Wear Daily

Prada Beauty names Sabrina Carpenter as their first celebrity global partner

September 5, 2024 via Express Tribune

Film & TV

Women's football chief says WSL YouTube switch will grow the game's reach

September 11, 2024 via New York Times

Deep Fusion Films Signs With Buchwald

September 11, 2024 via Deadline

ESPN Will Have a ManningCast for the Super Bowl

September 11, 2024 via Front Office Sports

Amazon Prime Video's 'The Money Game' shows new cost of college athletics

September 9, 2024 via Awful Announcing