

Sports & Entertainment Beat

Deals in Motion: From F1's LVMH Partnership to Celebrity Investments in Apparel Brands

on 10.4.24

Welcome back to the Spotlight! Shana Tova to those who celebrate Rosh Hashanah (the Jewish New Year) was not going to write this week because, well, I am one of those who celebrates. On Rosh Hashanah, it is traditional to enjoy sweet foods such as apples and honey as symbolism for a sweet year that lies ahead. So, in a world in which there is so much acrid vinegar, I aim to bring you at least a few drops of sweet honey—you know, as long as cringe-inducing humor is your thing...

- Loti, a Seattle-based startup that aims to protect celebrities from so-called “deepfakes” and fake endorsements closed its seed financing round, with an impressive list of backers including Abraham Lincoln, Christopher Columbus and Joan of Arc.
- Formula One racing and luxury brand conglomerate LVMH enter into a huge 10 year partnership worth...well, if you have to ask, you probably can't afford it. (OK, fine it's \$1 billion).
- Paying homage takes on a new meaning, as Kevin Durant, Jason Kelce and Rob McElhenney invest in Nostalgia-inspired sports apparel brand Homage, joining the likes of Ryan Reynolds.
- YouTube users hoping to listen to songs by Adele and others found themselves sitting in silence this week as a continued dispute between performing rights organization SESAC and YouTube's parent Alphabet led to the music being taken down from the site. Said one disheartened Adele fan, “I must've clicked a thousand times.”

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

[F1 secures landmark 10-year LVMH sponsorship](#)

October 3, 2024 via *Sport Business*

[Dolphins Consider Private Equity Splash With Ares, Joe Tsai](#)

October 2, 2024 via *Sportico*

[Aston Martin hires 'comeback king' celebrity brand ambassador](#)

October 2, 2024 via *Newsweek*

[Steph Curry, Chinese Stimulus Revive Under Armour, Amer as Stocks Gain](#)

October 1, 2024 via *Sportico*

[Kelce, Durant, McElhenney Invest in Homage Apparel Brand](#)

October 1, 2024 via *Sportico*

[New brands jump at endorsement deals with influencers, celebrities: study](#)

September 30, 2024 via *Marketing Dive*

[MLB, Nike Pull Plug on Controversial New-Age Uniforms](#)

September 30, 2024 via *Sportico*

[Global Citizen CEO taps into Generation Z's sense of urgency](#)

September 29, 2024 via *ABC News*

Sports

[Athletes Are on Hollywood Stars' NIL Path for Future Pay](#)

October 3, 2024 via *Sportico*

[Powered by candy, music and big plays, Colorado 2-way star Travis Hunter in mix of Heisman race](#)

October 2, 2024 via *LancasterOnline*

[Kansas City Superstars Bobby Witt Jr. And Patrick Mahomes Share Special Bond](#)

October 1, 2024 via *Forbes*

[Never has Texas State been more valuable. Or Toledo. Or UTEP. Or North Dakota State ...](#)

September 30, 2024 via *CBS Sports*

Randy Orton Tattoos in WWE 2K Raise Copyright Concerns

September 28, 2024 via Sportico

\$100,000 transfer fee unpaid, UNLV recruit to sit out season

September 26, 2024 via Business Mirror

Music Biz

Report: Sony Music acquires Pink Floyd catalogue

October 3, 2024 via Music Week

The 'Taylor Swift' Guitar Smashed by Man After Paying \$4,000 for It Was Not Autographed by Singer

October 1, 2024 via Variety

YouTube Blocks US Access To Adele, Bob Dylan Songs Amid Rights Dispute: Google's Video Platform Responds To Angry User Deprived Of Tunes

September 30, 2024 via Benzinga.com

Iconoclast acquires publishing rights to hip-hop star Eve's catalogue

September 27, 2024 via Music Week

Eric Nam and 310babii Say AI Could Redefine Artist-Brand Collabs

September 26, 2024 via AdWeek

Film & TV

AEW and Warner Bros. Discovery announce new media rights deal; shows to simulcast on Max

October 2, 2024 via Awful Announcing

Warner Bros. get legally sued over Harry Potter

September 30, 2024 via MENAFN

DirecTV, Dish Network Deal Arrives Too Late in the Game

September 30, 2024 via Sportico

Producer Jonathan Saba Acquires Film Rights to NBA Betting Exposé 'Gaming The Game'

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in Apparel Brands

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(EXCLUSIVE)

September 26, 2024 via Variety

Why the NFL has TV executives freaking out over 2029

September 26, 2024 via NBC News