

Sports & Entertainment Beat

## **This Week's Spotlight: Thankful for Turkey, Sports Deals, and Dad Jokes**

on 11.22.24

Welcome back to the Spotlight! With next week being Thanksgiving here in these United States, I wanted to take a moment to give thanks for my family, my readers (those first two not being mutually exclusive), my clients, my colleagues and the opportunity to return to this space and share my passion (and ramblings, etc.). With that being said, the Spotlight will return in December. But do not despair, good pilgrims— it will all be gravy. I will be stuffing as many corny dad jokes into this course. Some of these jokes may seem canned like cranberry sauce, and to those gibs and giblettes that are uninitiated to the *Spotlight*, it may seem like I am yammering on but when I am done here, you may just end up wanting seconds. So, don't be a turkey – grab a fork and dig into this week's fixins'.

- The latest professional athlete to launch their own sports and entertainment focused venture capital fund (the straightforwardly-named, Build Your Legacy Ventures) is the Milwaukee Bucks' superstar Giannis Antetokounmpo. For how exciting it must have been to work on the fund formation documents, it must have been at least equally as nerve-racking to proofread the spelling.
- NBA Hall of Famer and multi-hyphenate big man Shaquille O'Neal forks over \$11 million to settle claims against him arising out of his promotion of NFTs. On a separate but related note, McDonald's is debuting NFT art on its McCafé coffee cups. My unsolicited advice for any potential endorsement partners is to tread lightly--and for McDonald's, it's to bring back the Monopoly game (only this time without the fraud).
- Global apparel and tennis equipment brands FILA and HEAD sign 16(!) year old high school tennis player Anna Frey to NIL deals. Congrats, Anna -- that brings me back to the days when I was (unofficially) sponsored by Yoo-hoo, Axe Body Spray and angst...

**For inquiries and/or unabashed compliments, please feel free to contact me at [josh.bloomgarden@foster.com](mailto:josh.bloomgarden@foster.com) or add me on LinkedIn.**

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**Endorsement Deals, Sponsorships & Investments**

**Giannis Antetokounmpo launches venture capital fund for investments in sports and entertainment**

November 21, 2024 via AP News

**High School Tennis Phenom Anna Frey Inks Two New Global NIL Deals**

November 21, 2024 via Forbes

**NBA star Shaq agrees to pay \$11 million to settle long simmering class action lawsuit over promoting NFTs**

November 19, 2024 via Block Crypto

**Teremana: UK consumers 'not as cynical' as expected**

November 19, 2024 via Spirits Business

**Angel City Signs NYX Makeup Brand as Sleeve Partner**

November 19, 2024 via Sportico

**As Bluesky Booms, Sports Fans Don't Need to Migrate From X—Yet**

November 19, 2024 via Sportico

**Fanstake Unveils Fan-Driven NIL Platform, Enabling Fans to Recruit and Retain Their Favorite College Athletes**

November 18, 2024 via Business Wire

**McDonald's Is Trying to Bring Back NFTs**

November 15, 2024 via Gizmodo

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**Sports**

**Caitlin Clark reportedly makes decision on joining new 3-on-3 league**

November 21, 2024 via Larry Brown Sports

**Commentary: Can WSU keep standout QB John Mateer after reported \$1 million offer? - Wed, 20 Nov 2024 PST**

November 20, 2024 via Spokesman The Review

**Texas Tech wants permission to pay college athletes as a part of its recruitment efforts**

November 20, 2024 via The Texas Tribune

**How Army Is Undefeated Despite Shunning College Football NIL And Transfer Portal**

November 20, 2024 via Forbes

**NWSL and Google Pixel Score Women's Soccer Fans With Pitchside Pics**

November 18, 2024 via AdWeek

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**Music Biz**

**How to Sell Beats**

November 19, 2024 via Small Business Trends

**Is K-pop Getting Too Saturated for Brand Sponsors to Get the Attention They Want?**

November 18, 2024 via AdWeek

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**Film & TV**

**Stockyards sites proposed for \$80 million music campus to support Chicago's film and TV industry**

November 20, 2024 via Crain's Chicago Business

**Shaun White's The Snow League And NBC Sports Ink Media Rights Deal**

November 19, 2024 via Forbes

**AP: 'Inside the NBA' will air on ESPN and ABC as part of settlement between WBD and NBA**

November 17, 2024 via ABC 10

**Tyson-Paul Tech Woes Cast Pall Over Netflix's Xmas NFL Showcase**

November 16, 2024 via Sportico