

Sports, Arts & Entertainment

Foster Garvey's Sports, Arts & Entertainment attorneys help clients navigate the complex business and legal environment in which they operate, build brands, and shape careers and businesses for lasting success.

We regularly assist our Sports, Arts & Entertainment clients as they confront the unique issues that affect these industries. We advise them on intellectual property, corporate, labor and employment, immigration, commercial, real estate, trusts and estates, regulatory and tax matters, and other matters related to launching a business and growing a brand.

With offices on both coasts and industry contacts worldwide, we are ideally situated to serve our clients' needs, including in the following areas:

Film and Television

Foster Garvey advises a variety of clients involved in the development, production and distribution of motion pictures and television programming. Our attorneys work with actors, screenwriters, producers, directors, studios, networks and other content distributors to negotiate the wide range of industry agreements, above-the-line and below-the-line talent and crew agreements, sales and distribution arrangements, option agreements, union and guild matters, life story rights deals and rights clearances. We also help financiers and investors evaluate and navigate the inherent risks associated with these industries.

Music

We represent new artists as well as Grammy Award-winning recording artists, songwriters, performers, DJs, producers and mixers, as well as independent record labels and music publishers, artist managers, business managers, talent agents and other music industry executives. Examples of our music services include recording and distribution agreements, songwriting and publishing agreements, producer and mixer agreements, catalog sales and acquisitions, copyright registrations and financings, sampling, mechanical and other license agreements, master use and synchronization licenses,

Service Contacts

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Alina A. Kipnis
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Carrie A. Lofts
Arrin K. Richards
Nancy V. Stephens
Matthew J. Yium
Yeli Zhou

Related Services

Business & Corporate
Finance
Commercial & IP
Transactions

public performance licenses, touring and live event agreements, merchandising agreements and endorsement agreements.

Literary and Media

We assist new and established authors, journalists, writers, illustrators, animators, podcasters, broadcasters, investors, bloggers and app developers in the traditional and digital media spaces, including production companies, magazine publishers, video game companies, content developers and in various media platforms. Our representation and advocacy on behalf of our literary and media clients include negotiation of literary agent representation agreements, print and digital publishing agreements (including self-publishing agreements), on-air talent agreements, rights clearances and content licenses.

Arts

We represent both Broadway and off-Broadway actors, culinary professionals, dancers, photographers and designers, including fashion designers, interior designers, and furniture and houseware artisans. Our group's broad range of experience allows us to handle all of our arts clients' needs, including business formation, website terms of use and privacy policies, trademark and copyright registrations and negotiating and preparing an array of agreements including talent, merchandising, manufacturing, distribution, license, collaboration and employment and consulting agreements.

Sports Athletes, Organizations and Other Sports Industry Players

With substantial experience representing prominent professional athletes, sports teams, team owners, coaches, broadcasters, agents, managers, content creators and corporate sponsors, Foster Garvey provides comprehensive legal support across the sports industry. Our attorneys excel in transactional and litigation matters, safeguarding the interests of our clients in personal, professional and business endeavors.

We provide guidance in negotiating industry contracts such as brand endorsement and influencer agreements, sports marketing agreements, player and coaching contracts, exhibition and tournament agreements, personal appearance releases, management contracts, agent representation agreements, media rights and syndication agreements, sports venue naming rights

Construction
Emerging Companies
Employee Benefits & Executive Compensation
Food & Beverage
Insurance Coverage
IP & Technology
Labor, Employment & Immigration
Land Use, Planning & Zoning
Public Finance & Municipal Government
Real Estate
Real Estate, Land Use & Environmental

and sponsorships and other services contracts, and releases. We also are well-versed in advising student-athletes on their Name, Image, and Likeness (NIL) rights, empowering them to make informed decisions about their personal brand and commercial opportunities.

Our track record speaks for itself. We have represented professional athletes in tournament and exhibition agreements, negotiated endorsement and sports marketing agreements with iconic, industry-leading brands like Nike, Apple, Speedo, JPMorgan Chase, Kohl's, Ulta, HSN, Anheuser-Busch, Lincoln, Fiat, Nissan, Subway, Remy Martin, Jamba Juice, Wilson, Audemars Piguet, Gucci, Stuart Weitzman, Puma, Reebok, Fila, DirecTV, Tonal, Amazon, Pampers, Tide, Secret and Gatorade. Additionally, we advise our clients on matters involving publicity and brand management to help them develop, protect and monetize their intellectual property through trademark registration, licensing and other branding strategies.

Emerging Sports

As the sports industry evolves, Foster Garvey's Sports, Arts & Entertainment practice group stays ahead of the curve to provide legal services to clients in emerging sports such as professional pickleball, rugby and gaming/e-sports. Our attorneys can help navigate the legal complexities of new regulations and policies related to emerging sports leagues.

In addition, our attorneys provide legal guidance on emerging trends and technologies, enabling our clients to deploy innovative strategies so they can deliver cutting edge fan engagement through social media, streaming and virtual reality.

Sports Facility Development

Our firm is involved in nearly every phase of stadium and arena project development (at the collegiate, minor league and major league levels), including land use, planning, zoning, environmental remediation, transportation and utilities matters, site selection, financing, construction, and operation. We have drafted important legislation for professional sports facilities and defended it through appeals up to the United States Supreme Court. Our experience includes representing:

- Developers and team owners of major and minor league professional and college sports facilities
- Lenders in financing major and minor league sports facilities
- Public bodies in financing major and minor league sports facilities

We are also experienced in negotiating and drafting luxury suite and preferred-seat licenses; concession and merchandise vendor arrangements and working on sponsorship, signage and intellectual property rights matters.

Blog Posts

Holiday Gifting Is Here: NASCAR and Premier League Seeing Green, Tay Tay Tops Yet Another Chart, and NCAA Proposes Novel Student-Athlete Compensation Plan
Sports & Entertainment Beat, 12.8.23

Highlights from 4se 2023: Insights, Inspiration, and Surprising Connections in Sports & Entertainment
Sports & Entertainment Beat, 5.26.23

Spotlights: Writers' Strike, Sheeran Prevails in Copyright Battle, Snoop Dogg's NHL Bid, and More
Sports & Entertainment Beat, 5.4.23

Sports & Entertainment Spotlight: 3.2.23
Sports & Entertainment Beat, 3.2.23

Sports & Entertainment Spotlight: Presidents' Day
Sports & Entertainment Beat, 2.24.23

Sports & Entertainment Spotlight: Rihanna's Bountiful Halftime Performance
Sports & Entertainment Beat, 2.16.23

Sports & Entertainment Spotlight: Let's go, refs! Let's go ruffs!
Sports & Entertainment Beat, 2.9.23

Sports & Entertainment Spotlight: *Groundhog Day* all over again--Tom Brady edition
Sports & Entertainment Beat, 2.2.23

Sports & Entertainment Spotlight: Emerging Sports Ascendant
Sports & Entertainment Beat, 1.26.23

Sports & Entertainment Spotlight: Florida Loses as Flo Rida Wins
Sports & Entertainment Beat, 1.19.23

Sports & Entertainment Spotlight: Damar Hamlin Files for 'Did We Win?' Trademark
Sports & Entertainment Beat, 1.12.23

Sports & Entertainment Spotlight: What's In Store for 2023
Sports & Entertainment Beat, 1.5.23

Sports & Entertainment Spotlight: FIFA World Cup
Sports & Entertainment Beat, 12.22.22

Sports & Entertainment Spotlight: US Premier Rugby Sevens expands to a total of 16 men's and women's teams

Sports & Entertainment Beat, 12.16.22

Sports & Entertainment Spotlight: Celebrity crypto influencers such as Floyd Mayweather, Jr. dodge a lawsuit over the endorsement of the EthereumMax

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Sports & Entertainment Spotlight: Kim Kardashian says no to Balenciaga

Sports & Entertainment Beat, 12.1.22

Sports & Entertainment Spotlight: NFL Wide Receiver Odell Beckham, Jr. files a \$20M lawsuit against Nike

Sports & Entertainment Beat, 11.17.22

Sports & Entertainment Spotlight: Tiger Woods and Rory McIlroy's Tech-Infused Sports, Entertainment and Media Company TMRW Sports Announces Investment Backing by Some of the Biggest Names in the Business

Sports & Entertainment Beat, 11.3.22

Sports & Entertainment Spotlight: Norfolk State University's Basketball Team Strikes a Name, Image and Likeness (NIL) Deal With a Moving Company

Sports & Entertainment Beat, 10.27.22

Sports & Entertainment Spotlight: Jay-Z Takes Bacardi to Court for Corporate Records Disclosure Regarding the Jointly Owned Cognac Brand, D'Usse

Sports & Entertainment Beat, 10.20.22

Sports & Entertainment Spotlight: Major League Baseball Makes History, Becoming the First Major Professional Sports League to Enter a Sponsorship Deal with a CBD Brand

Sports & Entertainment Beat, 10.13.22

Sports & Entertainment Spotlight: As Mid-Term Elections Approach, the New Congress Will Likely Take a Renewed Look at Federal Name, Image, and Likeness (NIL) Legislation

Sports & Entertainment Beat, 10.6.22

Sports & Entertainment Spotlight: Saudi Sovereign Wealth Fund-Backed LIV Golf is Forced to Buy Airtime From Fox Sports

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Sports & Entertainment Spotlight: Cashback Rebate Company Ibotta Re-Ups its Jersey Sponsorship Deal With the New Orleans Pelicans

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Sports & Entertainment Spotlight: Jack Daniel's and McLaren Racing Toast to an F1 Sponsorship Deal, Because Nothing Goes Together Better Than Tennessee Whiskey and Driving at 200 Miles Per Hour
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Sports & Entertainment Spotlight: Gatorade Rolls Out a New Sports Energy Drink Called "Fast Twitch," With the Help of High-Profile Placements During the NFL Season
Sports & Entertainment Beat, 9.8.22

Sports & Entertainment Spotlight: A Non-Fungible Token (NFT) Entitling the Bearer to a Beer With Bill Murray Fetched the Equivalent of \$185,000 in Ethereum Cryptocurrency for Charity
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Sports & Entertainment Spotlight: Capitol Records Pulls the Plug on its Virtual Rapper FN Meka
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Sports & Entertainment Spotlight: Snack Company Rap Snacks Finds Itself in Hot Oil With Mattel Over the Use of the Name "Barbie" in its Barbie-Que Honey Truffle Potato Chip Collaboration With Rapper Nicki Minaj
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Sports & Entertainment Spotlight: The Consumer Watchdog, Truth in Advertising, Sent Warning Letters to Numerous Celebrities Who Have Been Peddling NFT Projects
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Sports & Entertainment Spotlight: Mixed Martial Artist Conor McGregor to Appear Alongside Star Jake Gyllenhaal in the Reboot of the 1989 Patrick Swayze Cult Film 'Road House' Despite Fractured Leg
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Sports & Entertainment Spotlight: Celebrities' Latest Bread and Butter Investment Play Seems To Be Homed-in on the Restaurant Industry, Which Begg the Question: What Do They Do With Their Rotten Tomatoes?
Sports & Entertainment Beat, 7.21.22

Sports & Entertainment Spotlight: The Stadium Naming Rights for the Pittsburgh Steelers Are No Longer Held by Condiment Mavens Heinz, as Those Rights Now Belong to Acrisure Insurance Company
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Sports & Entertainment Spotlight: Songwriters Notch a Big Win Against Music Streaming Services as the Copyright Royalty Board's Decision To Increase Streaming Royalties Was Upheld

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Sports & Entertainment Spotlight: Comedian Kevin Hart Is Not Joking Around With His New, Entirely Plant-Based Fast-Food Concept Restaurant, 'Hart House'

Sports & Entertainment Beat, 6.30.22

Sports & Entertainment Spotlight: Hailey Bieber's Skincare Company 'Rhode' Is Being Haled Into Court to Answer Trademark Infringement Claims by a Fashion Brand of the Same Name

Sports & Entertainment Beat, 6.23.22

Sports & Entertainment Spotlight: Apple Inks a 10-Year Partnership With Major League Soccer

Sports & Entertainment Beat, 6.16.22

Sports & Entertainment Spotlight: Los Angeles Rams Pass Rusher Aaron Donald's Restructured Deal Makes Him \$95 Million by 2024; and Walton Family Closes a \$4.65 Billion Purchase of the Denver Broncos Football Team

Sports & Entertainment Beat, 6.9.22

Sports & Entertainment Spotlight: 'Top Gun: Maverick' Appears to Be Another Sequel Holding its Own; and Justin Timberlake Becomes the Latest Songwriter to Make a \$100 Million Windfall From the Sale of His Song Catalog

Sports & Entertainment Beat, 6.2.22

Sports & Entertainment Spotlight: Ye Is the Latest Musician to Forge a Collaboration With a Fast Food Restaurant, and Kim Kardashian Also Jumps Into the Food World Having Been Named Beyond Meat's "Chief Taste Consultant"

Sports & Entertainment Beat, 5.26.22

Sports & Entertainment Spotlight: Boosters in NIL Collectives Are Taking Full Advantage of Using NIL as a Recruiting Tool, and LimeWire Enters a Content Licensing Deal With Universal Music Group for its NFT-Licensing Platform

Sports & Entertainment Beat, 5.19.22

Sports & Entertainment Spotlight: Nickelodeon is Set to Broadcast a National Football League Game on Christmas Day, and Formula 1 Racing Continues its Rise to Popularity

Sports & Entertainment Beat, 5.12.22

Sports & Entertainment Spotlight: College Athletes Use NIL Opportunities to Create Bidding War, and Power Couple Jay-Z and Beyoncé Invest in the Future of Healthy Snacks

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Sports & Entertainment Spotlight: Kevin Hart Signs a \$100 Million Investment Agreement to Create Multi-Platform Comedic Storytelling and Experiences Company: HARTBEAT
Sports & Entertainment Beat, 4.28.22

Sports & Entertainment Spotlight: Tennis Mogul Serena Williams' New Tech Investment Firm Breaks Into the World of Sports Sponsorships by Investing Seven Figures into Endorsement Deals
Sports & Entertainment Beat, 4.21.22

Sports & Entertainment Spotlight: Many Celebrities Are Increasingly Taking High-Profile Founder or Consulting Roles for Consumer Brands
Sports & Entertainment Beat, 4.14.22

Sports & Entertainment Spotlight: Female NCAA Athletes Largely Outpace Their Male Counterparts on Endorsements; and Ex-Wife of Beach Boys Founder Brian Wilson Sues Him Over His \$50 Million Song Catalog Sale
Sports & Entertainment Beat, 4.7.22

Sports & Entertainment Spotlight: Kobe Bryant's Estate and Nike Forge New Partnership to Carry on Legacy; Dua Lipa Faces Yet Another Copyright Infringement Lawsuit Over Her Mega-Hit Song "Levitating"
Sports & Entertainment Beat, 3.31.22

Sports & Entertainment Spotlight: Speedo Drops Russian Olympian Swimmer Evgeny Rylov's Sponsorship for Supporting Vladimir Putin, and Amazon's \$8.5 Billion Acquisition of MGM Studios Is Officially Closed
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Sports & Entertainment Spotlight: Rihanna's Savage X Fenty Lingerie Brand is Reportedly on the Verge of a \$3 Billion IPO, and TikTok Debuts its Streaming Service SoundOn
Sports & Entertainment Beat, 3.17.22

Sports & Entertainment Spotlight: University of Connecticut Women's Basketball Guard Paige Bueckers Takes Full Advantage of NIL Era, and the NBA Objects to Use of Unlicensed NBA Trademarks in "Winning Time" HBO Series
Sports & Entertainment Beat, 3.10.22

Sports & Entertainment Spotlight: Sports and Entertainment Industries' Response to the War in Ukraine; and Larry David's Documentary Launch That Was Scrubbed a Day Before its Premiere
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Sports & Entertainment Spotlight: Could Kanye “Ye” West’s Stem Player Create a Number of Copyright Issues?

Sports & Entertainment Beat, 2.24.22

Sports & Entertainment Spotlight: Snoop Dogg’s Super Week in the Metaverse and IRL (In Real Life) and DJ Steve Aoki’s Claims of Cashing in More From NFTs Than From His Entire Recording Career

Sports & Entertainment Beat, 2.17.22

Sports and Entertainment Spotlight: Member of the ROC Figure Skating Team Is Suspected of a Doping Scandal, and Former Miami Dolphins Coach Brian Flores Maintains His Stance on NFL’s Discriminatory Hiring Practices

Sports & Entertainment Beat, 2.10.22

Sports & Entertainment Spotlight: Former Miami Dolphins’ Head Coach Brian Flores Files a Potential Landmark Lawsuit Against the NFL Alleging Racial Discrimination, and Former NBA Player J.R. Smith Aims for NIL Opportunities

Sports & Entertainment Beat, 2.3.22

Planning a Super Bowl- or Olympics-Themed Marketing Campaign? Quick Tips for Staying in Bounds and Avoiding Disqualification

Sports & Entertainment Beat, 2.1.22

Sports & Entertainment Spotlight: Neil Young’s Song Catalog Removed From Spotify After a Public Ultimatum Over COVID-19 Misinformation in “The Joe Rogan Experience”

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Sports & Entertainment Spotlight: Microsoft to Buy Activision Blizzard for \$68.7 Billion Making it Among the Biggest Deals Ever in the Video Game Industry

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Sports & Entertainment Spotlight: The New York Giants and New York Jets Football Teams Sued By a Fan Over the Use of “New York” in Teams’ Names

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Sports & Entertainment Spotlight: Former Tampa Bay Buccaneers Wide Receiver Antonio Brown’s Contract Is Terminated, and Fans Suffered Injuries Falling From the Stands at Washington Football Team’s FedEx Field

Sports & Entertainment Beat, 1.7.22

Thank You for Your Readership in 2021 and Best Wishes for a Happy and Healthy New Year

Sports & Entertainment Beat, 12.30.21

Happy Holidays From The Sports & Entertainment Spotlight

Sports & Entertainment Beat, 12.23.21

Sports & Entertainment Spotlight: Did Peloton Suffer Another PR Mishap after Its Product Placement in SATC?

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Sports & Entertainment Spotlight: WWE Hopes to Capitalize on Name, Image, and Likeness Groundswell, and NFTs Compete for Centerstage at Art Basel in Miami

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Sports & Entertainment Spotlight: Celebrity-Backed Cannabis Brands Show Varying Degrees of Success, and the NFL and St. Louis, Missouri Settled Their Four Yearlong Lawsuit

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Sports & Entertainment Spotlight: Hollywood Studio Miramax Sues Quentin Tarantino for Sale of “Pulp Fiction” NFTs

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Sports & Entertainment Spotlight: NCAA Drafts New Constitution Acknowledging Student-Athletes’ NIL Rights

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Sports & Entertainment Spotlight: Power Moves in the Sports Arena: Coca-Cola Buys Remaining Control of Sports Drink, BodyArmor

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Sports & Entertainment Spotlight: Roller Derby Team Sues Cleveland Guardians for Alleged Trademark Infringement Over Use of Team Name

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Sports & Entertainment Spotlight: Cher Sues Mary Bono for \$1 Million Over Missing Royalties

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Sports & Entertainment Spotlight: Sedona Prince from Oregon Ducks Dubbed the Poster Child of NIL

Sports & Entertainment Beat, 10.15.21

Sports & Entertainment Spotlight: It May Be “Simply the Best” that Tina Turner Sells Her Iconic Catalog to BMG

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Sports & Entertainment Spotlight: Intellectual Property Rights in the Crosshairs as Lawsuits Involving Disney and Facebook Surface

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Sports & Entertainment Spotlight: Universal Music Group's Blockbuster IPO on European Stock Exchange Signals Music Biz Resurgence
Sports & Entertainment Beat, 9.23.21

Sports & Entertainment Spotlight: Ongoing Strife Between Studios and Talent Continues as Christopher Nolan Ends Nearly Two-Decade-Long Relationship With Warner Bros.
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Sports & Entertainment Spotlight: With Cryptocurrencies and NFTs Continuing to Boom, Financial Regulators Are Clamping Down
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Sports & Entertainment Spotlight: The 'Nirvana Baby' Raises a Number of Legal Issues Including Right of Publicity
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Sports & Entertainment Spotlight: As Streaming Continues to Surge, More Backend Compensation Disputes Between Talent and Studios Likely to Follow
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Sports & Entertainment Spotlight: Can Celebrity Endorsements Influence Perceptions Around the COVID-19 Vaccine?
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Sports & Entertainment Spotlight: The Steady Evolution of Athlete Endorsement and Sponsorship Markets and the Latest Household Names to Join the NFT Craze
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Sports & Entertainment Spotlight - July 30, 2021
Sports & Entertainment Beat, 7.30.21

Sports & Entertainment Spotlight: Why the risks of holding the Tokyo Summer Olympic Game remain high, and how PGA Tour golfer Bryson DeChambeau's simple disparaging remarks could hurt his endorsement deals
Sports & Entertainment Beat, 7.22.21

Sports & Entertainment Spotlight: Risks of NIL Pitfalls Prove Greater Than 'NIL'
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Sports & Entertainment Spotlight: The Dawn of the NIL Era in College Sports
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Sports & Entertainment Spotlight: What the Supreme Court Ruling in *Alston v. NCAA* Means for the Future of College Sports

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Sports & Entertainment Spotlight - June 3, 2021

Sports & Entertainment Beat, 6.3.21

Sports & Entertainment Spotlight - May 27, 2021

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Sports & Entertainment Spotlight – May 20, 2021

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Sports & Entertainment Spotlight - May 6, 2021

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Sports & Entertainment Spotlight - April 29, 2021

Sports & Entertainment Beat, 4.29.21

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Sports & Entertainment Spotlight - April 1, 2021

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Sports & Entertainment Spotlight - March 25, 2021

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Sports & Entertainment Spotlight - March 18, 2021

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Sports & Entertainment Spotlight - March 4, 2021

Sports & Entertainment Beat, 3.4.21

Planning a Super Bowl-themed Marketing Campaign? 5 Tips for Staying In Bounds

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Fair Pay to Play Act: Legislation Allowing NCAA Athlete Compensation Signed into Law by
California Gov. Gavin Newsom

Sports & Entertainment Beat, 10.7.19