

Sports & Entertainment Beat

## **Spotlight: Wrexham A.F.C. Takes the Stage with Ryan Reynolds and Rob McElhenney's Purchase, Ottawa Senators on the Market, and More Sports & Entertainment Updates**

By Joshua Bloomgarden on 4.28.23 | Posted in Sports & Entertainment Spotlight

Welcome back to the Spotlight! If there ever was a story that blends the magic and romanticism of Hollywood with the unbridled enthusiasm and competition of sports, it's that of Welsh football club, Wrexham A.F.C. Acquired by actors Ryan Reynolds and Rob McElhenney for the relatively low price of \$2.5 million in 2021, the duo quickly won over Wrexham supporters (indeed it was a prerequisite to the bidding process) and an American audience that until recently thought "football in Wales" was something better dealt with by a marine biologist. That Reynolds and McElhenney have had success is an understatement. Using their celebrity profile, they launched the docuseries "Welcome to Wrexham," which has been picked up for multiple seasons. Nothing short of marketing genius and we should expect no less than that from Reynolds, as pretty much everything he touches—from gin to mobile phone service—turns to gold ("Green Lantern" is the outlier). This is of course to say nothing of the fact that the club has backed up their newfound attention with victories on the pitch, ascending to League Two (one rung up from where the team had been when acquired in 2021, and three promotions removed from the English Premier League. Reaching those heights will be a daunting process, but, with the marketing opportunities the club could provide, by no means a white W(h)ale.

Without further ado, here's what else is making waves:

- The Ottawa Senators are on the market for a price tag that could reach an NHL record setting \$1 billion, with bidders including a group backed by Ryan Reynolds. An overpayment if you ask me—there are plenty of Senators that have been bought for less.
- University of Texas' five star recruit Quarterback Arch Manning has made it known (through his coach Steve Sarkisian) that he intends to keep his name, image and likeness (NIL) earnings at nil until he earns the starting Quarterback position, despite having one of

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the highest projected values for college athletes. Whether influenced by the fact he's not hurting for money (you may have heard of his grandfather and uncles), being a good teammate or enjoying wordplay as much as I do, it's a notable stance.

- Pop recording artist Ed Sheeran is in the midst of a trial facing allegations that his ballad "Thinking Out Loud" infringes the copyrights to Marvin Gaye's "Let's Get It On." Jurors' deliberation room will undoubtedly be equipped with an assortment scented candles.
  - A week after Fake Drake and The Weeknd popped up on streaming services through the help of A.I., recording artist Grimes has voiced (at least I think it's her voice) her intent to embrace the disruptive technology for her own songs. On the one hand, this is shocking given the potential threat of A.I. to the music industry. On the other hand, it is not all that surprising for someone who named her and Elon Musk's firstborn, "X Æ A-Xii."
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### Endorsement Deals, Sponsorships & Investments

#### Jaeger-LeCoultre announces its newest global ambassador: Lenny Kravitz\

April 27, 2023 via WILX-TV

#### Sports Step into the Metaverse—and Take Investors Along for the Ride

April 26, 2023 via Middle Market Growth

#### The Endorsement Era Is Over. Today's Elite Athletes Are Enterprises.

April 25, 2023 via Sportico - Business

#### Twitter claims dead celebs are subscribing to Blue from beyond the grave

April 24, 2023 via The Verge

#### Ravens extend naming rights agreement with M&T Bank through 'at least' 2037

April 24, 2023 via Mercury News

### Sports

#### Is NFL hypocritical or hypervigilant in betting punishment?

April 25, 2023 via Lancaster Online

#### Moving A's To Las Vegas Would Be A Business Win For Ownership And A Bust For Baseball

April 21, 2023 via Forbes

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## Music Biz

**Stolen or Original? Hear Songs From 7 Landmark Copyright Cases.**

*April 27, 2023 via New York Times*

**Steve Aoki & 3LAU Team For New Single as PUNX, Will Sell 50% Ownership Via NFTs**

*April 26, 2023 via Billboard*

**Bad Bunny and Rihanna AI Duet Drops – and the Fake Drake/The Weeknd Creator Seems to Be Behind It**

*April 26, 2023 via Billboard*

**Grimes gives permission for voice to be used on AI songs despite music industry crackdown**

*April 24, 2023 via Metro*

## Film & TV

**'The Yards Between Us' Comedy From R.K. Russell, Saeed Crumpler & Gabrielle Union In Works At Sony Pictures TV**

*April 26, 2023 via Deadline*

**The Audience for Women's Sports Is Surging. Richer Media Deals Could Follow.**

*April 24, 2023 via Wall Street Journal*

**Scripps CEO: We're 'ready to do a deal' with MLB teams**

*April 23, 2023 via Awful Announcing*

**Wrexham's Hollywood promotion: How Ryan Reynolds and Rob McElhenney helped end 15 years of hurt**

*April 22, 2023 via The Athletic*

## Emerging Sports

**Lasrys pioneer pro pickleball with Milwaukee Mashers, work to bring major league play to city**

*April 26, 2023 via Milwaukee Business Journal*