

Sports & Entertainment Beat

## Signing Off 2023: Big Stories, Dad Jokes, and Sports Spectacles

By Joshua Bloomgarden on 12.15.23 | Posted in Sports & Entertainment Spotlight

For the very last time in 2023, welcome back to the Spotlight! I know there's still 2 weeks left in the year but I figure my readers are either going to be checked-out or buried in work to complete before end of the year. If you can't wait for more puns and dad jokes until 2024 (like a shoe store for Shaquille O'Neal, that's no small feat) you can email me at [josh.bloomgarden@foster.com](mailto:josh.bloomgarden@foster.com) and/or add me on LinkedIn. But if Los Angeles Dodgers superstar Shohei Ohtani can wait 10 years to start receiving the \$680 million deferred compensation balance of his recently signed 10 year, \$700 million contract, I think you will manage. From mega contracts to the SAG-AFTRA and WGA strikes, to Messi's move to Miami, to Taylor Swift's global domination, to artificial intelligence's emergence to the mainstream, to the continued growth of women's sports, to pickleball and the expansion of athletes' investment portfolios, the year has been packed with huge stories and developments in the sports and entertainment industries occurrences and I look forward to seeing what's in store for the next pages of the calendar. Until then, I leave you with best wishes for Happy Holidays and of course the following:

- The Washington Commanders are moving business operations off-site from their home stadium, FedEx Field. No word on whether there are plans to move winning operations in.
  - The Notre Dame Fighting Irish football team is due to be featured in a docuseries on streaming platform Peacock, virtually guaranteeing a Sean Astin cameo appearance.
  - On the heels of the Netflix Cup golf tournament, the streaming service is continuing a push into live sporting events with a tennis match between two Grand Slam champions Rafael Nadal and Carlos Alcaraz. A perfect event for viewers seeking to get their net fix.
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**Endorsement Deals, Sponsorships & Investments**

**Cardinals, Anheuser-Busch agree to marketing extension, including stadium naming rights**

December 13, 2023 via ABC News

**Titans QB Will Levis Pitches an Endorsement Deal With Levi's**

December 13, 2023 via SI.com

**MLS Team Sponsorship Revenue Nears \$600 Million**

December 7, 2023 via PR Newswire

**What Amazon's New Deal Means For Australian Cricket**

December 7, 2023 via Forbes

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**Sports**

**City slickers, Spanish kisses, failing cricketers – 10 things we learned in 2023**

December 14, 2023 via The Independent

**Rubio, Shaheen push for NCAA flag football programs ahead of 2028 Olympics**

December 13, 2023 via The Hill

**NCAA Fears 'Unchecked Free Agency' After Judge's Transfer Ruling**

December 13, 2023 via Sportico

**Netflix Will Host Live Tennis Match Between Nadal And Alcaraz**

December 11, 2023 via Forbes

**Washington Commanders moving business operations out of FedEx Field**

December 11, 2023 via Baltimore Business Journal

**Indian-American Amit Patel swindles \$22 mn from football team, buys Tesla car, Nissan pickup truck, a condo near Florida**

December 8, 2023 via LiveMint Corporate News

**Ex-Jaguars Exec Accused of Stealing \$22 Million From Team**

December 7, 2023 via Sportico

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**Music Biz**

**Apple To Favor Dolby Atmos Recordings In Royalty Change**

December 14, 2023 via *Radio Ink Magazine*

**Beyoncé Is Now Worth \$800 Million**

December 13, 2023 via *Forbes*

**Exclusive: YouTube Issues Major Rule Change for Copyright Royalty Disputes — With a Possible Windfall for Established Publishers**

December 8, 2023 via *Digital Music News*

**Music-licensing startup Audiosocket hits play on effort to get more digital creators using its products**

December 7, 2023 via *GeekWire*

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**Film & TV**

**Amazon MGM Studios Inks Multiyear First Look Film Deal With Alan Ritchson's AllyCat Entertainment**

December 12, 2023 via *Deadline*

**Notre Dame to Film 'Hard Knocks'-Type Documentary for Peacock**

December 7, 2023 via *SI.com*

**Leviathan Productions Names Jared Slesinger Vice President Of Production**

December 7, 2023 via *Deadline*