

Sports & Entertainment Beat

Sprinting Into 2024: From Mickey's New Chapter to Olympic Surprises and Star Controversies

By Joshua Bloomgarden on 1.5.24 | Posted in Sports & Entertainment Spotlight

Happy New Year, and welcome back to the Spotlight! If your New Year's resolution is to get up to speed on the latest in the sports and entertainment business, while also getting the occasional chuckle, you have come to the right place. Skeptical? You have nothing to lose—and I'm far less expensive than that impossible-to-cancel gym membership that you're never going to use anyway. That being said, if you're trying to cut back on the amount of cheese you consume, then you're out of luck. As we roll into 2024, maybe you're energized by a clean slate for the year ahead or (like me) propelled forward with a fantasy football championship

- At the stroke of midnight on January 1, 2024, the copyrights in the original "Steamboat Willie" character on which Mickey Mouse was based fell into the public domain and opened up the door to no shortage of gory horror films ("we've got fears, say 'cheers!'") featuring the aforementioned mouse. This is great news to those of us who thought parenting wasn't hard enough these days.
- New York Jets Quarterback Aaron Rodgers strongly implied that late night talk show host and comedian Jimmy Kimmel's name would appear on a list of associates of convicted sex offender Jeffrey Epstein. With good reason, Kimmel took exception to the jab (apparently motivated by Rodgers' animus towards Kimmel's jokes about him), threatening legal action against Rodgers. You might call Rodgers' grudges his Achilles.
- In an effort to bring in a new audience for the Paris 2024 Olympic Games, NBCUniversal is enlisting the services of Snoop Dogg, who may be utterly disappointed to find out what it means to pass the torch.

Endorsement Deals, Sponsorships & Investments

[Ice cream brand offering \\$5K endorsement deal to those who keep New Year's resolutions](#)

January 4, 2024 via Fox Business

Chelsea agree BingX sleeve sponsorship deal, will appear on front of training kits next season

January 3, 2024 via Athletic

NBA's Pacers put QR code on jersey in US pro team sponsorship first

January 3, 2024 via Sport Business

What to Watch: Male Athletes Will Reign as Top Fashion Ambassadors

January 2, 2024 via Women's Wear Daily

Harris, Blitzer Take \$10M HOF Village Stake in Youth Sports Push

December 29, 2023 via Sportico

The New York Times files copyright lawsuit against OpenAI and Microsoft

December 28, 2023 via Techspot

The Discussion About A.I. Feels New and Scary. But We've Had This Conversation Many Times Before.

December 28, 2023 via Slate Magazine

Air Canada signs sponsorship deal with Professional Women's Hockey League

December 28, 2023 via Thorold News

Disney Advertising Scores Great Clips® as Official Hair Salon Sponsor of College Football Playoff

December 28, 2023 via Business Wire

Ex-Google CEO Schmidt Joining A-Rod, Lore Timberwolves Takeover

December 28, 2023 via Sportico

Sports

Broncos Benching Russell Wilson Could Lead to Legal Action

January 3, 2024 via Sportico

David Tepper's Drink Toss May Invite Legal Action, NFL Sanctions

January 1, 2024 via Sportico

The NFL's death grip on sports media got even tighter in 2023

December 28, 2023 via *Awful Announcing*

Year in Sports Law: B1G Coach Cases, Big Baby and the Big FTX Scam

December 28, 2023 via *Sportico*

Divest From Sports. Now Might Be the Time.

December 28, 2023 via *Sportico*

Music Biz

Snoop Dogg joins NBCUniversal to cover Paris 2024 Olympics

January 3, 2024 via *Inside The Games Publication*

Film & TV

Jimmy Kimmel Slams Aaron Rodgers' Claim About Jeffrey Epstein Connection: 'Your Reckless Words Put My Family in Danger'

January 3, 2024 via *Variety*

Mickey Mouse Horror Movie Trailer Drops: Film Uses 'Steamboat Willie' Version Of Character That's Now In Public Domain

January 2, 2024 via *Deadline*

Legal Battles Loom as First Mickey Mouse Copyright Ends

December 29, 2023 via *Voice of America*