

Sports & Entertainment Beat

## **Summer Spotlight Sizzles: Justin Timberlake's DUI, SPANX Sports Sponsorship, Car-Jitsu Craze, and Verzuz's X Takeover**

on 6.21.24

Welcome back to the Spotlight! As we cross the Summer solstice and melt under the Sun's searing rays of light, we at the Spotlight would like to remind you that too much light can be a bad thing (don't forget your sunscreen!). Indeed much is to be said about the virtues of moderation. For instance, flashing and beaming stage lights shining upon you during your world tour are great – but adding flashing lights on top of a police cruiser and beams of light from a window-mounted searchlight. Pop icon Justin Timberlake is undoubtedly “in sync” with those sentiments, having just been arrested in the Hamptons this week for driving while intoxicated. Takeaways from this incident? Even the biggest, most seemingly polished stars falter – at the end of the day, they are human (and thankfully no one was injured). For just about the entire entertainment ecosystem – brands, sponsors, talent and promoters--the immediate ripple effect is that there will be that much more attention paid to so-called “morals clauses” allowing for early termination in deals involving celebrity talent. For opposing counsel who might be reading this, I look forward to the dance. That all being said, the one light that you can never have too much of is the Spotlight (...right?) so I will just have to give the people what they want (I think...).

- Women's shapewear brand SPANX teams up with newcomer (not to be confused with Newcomer) League One Volleyball (or LOVB) in an apparel sponsorship deal that marks SPANX's first sports marketing endeavor. The brand is sure to be tested as its shapewear may be no match for volleyball's bumps.
- New Jersey became the first state to legalize wagering on “Car-Jitsu,” a sport in which people fight each other in a sedan. Little did I know, growing up the youngest of three brothers, on long car trips, I was training to be a prize fighter and/or punching bag.

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- Battle rap competition series Verzuz, gets exclusive distribution through X (formerly known as “Twitter”) – which is great news for those hoping that the social media platform’s insults be by way of poetry rather than prose.
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### Endorsement Deals, Sponsorships & Investments

#### League One Volleyball and SPANX, LLC Partner to Champion Women and Girls Through the Sport of Volleyball

June 19, 2024 via PR Newswire

#### Nothing Is More New Jersey Than Betting Brazilian Jiu-Jitsu In A Car Aka 'CarJitsu'

June 19, 2024 via OutKick

#### Name, image and likeness rules have changed the landscape for team physicians, surgeons

June 18, 2024 via Healio

#### WNBA to interview Las Vegas tourism leader today on Aces sponsorship offer

June 18, 2024 via Vegas Inc

#### Nets Parent BSE Global Valued at \$6 Billion as Kochs Land 15% Stake

June 18, 2024 via Sportico

#### Sounders, Carlyle Close on \$58M Deal for NWSL's Seattle Reign

June 17, 2024 via Sportico

#### Big 12 mulls windfall for naming rights

June 13, 2024 via ESPN

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### Sports

#### Caitlin Clark and the WNBA are getting a lot of attention. It's about far more than basketball

June 19, 2024 via Associated Press

#### Dogs' digs at the Garden: Westminster show returning to Madison Square Garden next year

June 14, 2024 via Associated Press

#### X Games Outlines Expansive Plans for Innovative X Games League

June 14, 2024 via Shop Eat Surf Industry Releases

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## Music Biz

### [Swizz Beatz and Timbaland's Verzuz returns with exclusive distribution partnership with Elon Musk's X](#)

June 20, 2024 via *Music Business Worldwide*

### [Singer Justin Timberlake Arrested In New York](#)

June 18, 2024 via *WJOL-AM Radio News*

### [How TikTok has changed the music industry](#)

June 18, 2024 via *Digital Journal Top News*

### [Music publishers urge Georgia, other states to investigate Spotify](#)

June 15, 2024 via *Atlanta Journal-Constitution*

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## Film & TV

### [Live NFL Viewing Up 24% On Prime Video, Reports Amazon Sports Exec — Cannes Lions](#)

June 19, 2024 via *Deadline*

### [Comedian Matt Friend To Host 2024 NHL Awards](#)

June 18, 2024 via *Deadline*

### [Charles Barkley announces plans to retire from television next year amid NBA media rights uncertainty](#)

June 15, 2024 via *Fox News*