

Sports & Entertainment Beat

## **From Paris Gold to LA Glitz – The Olympic Journey, NIL Docuseries, and More**

By Joshua Bloomgarden on 8.16.24

Welcome back to the Spotlight! As we wave *au revoir* to the rousing success that was the Paris Olympic Games, in which the United States racked up the most gold medals and highest overall medal total, and NBCUniversal saw its Olympic audience swell to the largest it has been since 1994, the Olympic torch has begun its four year journey stateside to Los Angeles. There, LA28 is set up beautifully to surpass the watermark set by the City of Lights – that is, if people can make it off the 405. What’s on tap for the City of Angels is sure to be even more advertising spend and sponsorship dollars than what we saw in Paris, for one thing. For another thing, California native Snoop Dogg—who became a staple of the past Olympic Games—will undoubtedly reprise his supporting role, with Hollywood cameos to boot. As for the events themselves, although breakdancing will not be returning to the Games (much to internet trolls’ dismay), flag football will make its debut—possibly with NFL players taking the field, while those craving a full contact sport may find themselves drawn closer to rugby—particularly with the Rugby World Cup coming to America in 2031. But let’s not get too far ahead of ourselves. If recent history is any guide, there’s a whole lot of stuff that can go wrong along the way! On that dark note, here’s a Spotlight to lift you back up...

- Not content with bringing home a gold medal from Paris, NBA All-Star Kevin Durant is bringing an equity investment in French Football Ligue 1 Champions Paris Saint Germain. It’s been a while since I’ve flown to Europe but it sounds like they’ve really spruced up their duty free offerings.
- Prime Video is debuting “The Money Game,” a docuseries following Louisiana State University most prominent NIL athletes including gymnast Livvy Dunne, basketball players Angel Reese and Flau’jae Johnson and Quarterback Jayden Daniels through their 2023 seasons on and off campus. A documentary about getting paid in college while getting paid to be followed said is notable, particularly considering how many people would pay NOT to have footage of their time at college released.

- Semiconductor company Qualcomm is extending its sponsorship of the English Premier League’s Manchester United Football Club through 2029. With that type of ‘chip’ reaching ubiquity in England, perhaps they’ll start referring to deep fried potatoes as “fries.”
- Tennessee Titans Quarterback Will Levis, who (in)famously puts mayonnaise in his coffee, unveils a playful, albeit nausea-inducing collaboration with Hellmann’s Mayonnaise for a mayo-scented cologne. For his safety, Levis is advised not to wear the fragrance during games, because if ever there were a time to smell like mayo, it definitely wouldn’t be while being chased down by a 300 pound defensive lineman.

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## Endorsement Deals, Sponsorships & Investments

### [Range Media Partners Secures Growth Capital from Verance Capital to Fuel Expansion in Sports](#)

August 15, 2024 via Business Wire

### [Shock Top and Gator Athletics Partner to Introduce First-Ever Craft Beer Sponsorship of the Florida Athletic Department](#)

August 14, 2024 via GlobeNewswire

### [Explaining Kevin Durant’s Stake in a World Famous Soccer Club](#)

August 14, 2024 via New York Times

### [NFL Star Cam Jordan Says Little Caesars Investment ‘Aligns With Who I Am’](#)

August 14, 2024 via Franchise Times

### [Will Levis Helps Hellmann’s Launch First Mayo-Inspired Fragrance](#)

August 13, 2024 via AdWeek

### [Money & the Law: Dispute over auto service contracts settled](#)

August 11, 2024 via Colorado Springs Gazette Business News

### [Logan Paul’s Prime hit with \\$68M suit for flaking on a manufacturing deal](#)

August 10, 2024 via New York Post

### [Man United to Feature Microsoft in Unique Back-of-Jersey Sponsorship](#)

August 9, 2024 via Sportico

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## Sports

**Minnesota Lynx's four Olympians return to Target Center with three medals, new perspective**

August 15, 2024 via *Alaska Dispatch*

**USA's Masai Russell Praised by Triple H for Olympic Gold Medal; Part of WWE NIL Class**

August 10, 2024 via *Bleacher Report*

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## Music Biz

**Sphere Doubles Revenue in Q4, Stock Rises**

August 14, 2024 via *Sportico*

**Family of Isaac Hayes threaten Donald Trump with lawsuit over use of song in rallies**

August 12, 2024 via *The Guardian*

**Celine Dion's management says singer never endorsed Trump campaign's use of song**

August 10, 2024 via *Winnipeg Free Press*

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## Film & TV

**New Prime Video documentary series about LSU athletes and name, image, likeness deals**

August 15, 2024 via *brproud*

**Charles Barkley: Returning to TNT cost me 'a minimum \$100 million'**

August 14, 2024 via *New York Post*

**NBC Sent 27 Creators to Paris. It Only Needed Snoop and Olympic Athletes**

August 12, 2024 via *Wired*

**Harrison Ford, Angela Bassett, Miley Cyrus and more will be honored as Disney Legends**

August 11, 2024 via *Associated Press*

**Netflix to Enlist CBS Sports to Produce Christmas NFL Games**

August 9, 2024 via *Sportico*