

Sports & Entertainment Beat

The Spotlight Kicks Off Fall: Fashion Collabs to Football's Curtain Call

By Joshua Bloomgarden on 9.6.24

Welcome back to the Spotlight! Like clockwork, the other side of Labor Day has started to feel a little more like Fall, with a slight chill in the air, pumpkin spice aromas descending down from the heavens (or up from the underworld, depending on your perspective), kids returning to school and my coming down with the Flu (I promise I washed my hands before writing this). Happily, this also means that football season is upon us (though that does not bode well for my already robust sleep deprivation). So I'll keep it brief this week to rest up in preparation for all that is to come, but as long as you're here, I might as well share with you the below:

- Michelle Juszczuk, famous for designing custom patchwork sports apparel including Taylor Swift's custom Travis Kelce jacket (and having a killer last name for Scrabble) is due to drop a capsule collection of apparel with Gatorade. A partnership sure to quench the masses with Juszczuk's style.
- A new rule by the Federal Trade Commission targets influencers giving fake reviews and testimonials of products. Luckily for the Spotlight, there is no ban on gratuitous reviews from my parents.
- Omaha Productions unveils an ingenious, hilarious Broadway-themed promo for Peyton Manning and Eli Manning's Monday Night Football ManningCast. For this sports and entertainment lawyer who is the grandson of a Tony-winning Broadway producer, it was everything.

For inquiries and/or unabashed compliments, please feel free to contact me at josh.bloomgarden@foster.com or add me on [LinkedIn](#).

Endorsement Deals, Sponsorships & Investments

Rising NFL valuations mean massive returns for owners. Here's how good the investment is

September 5, 2024 via CNBC

Drone Racing League Owner Infinite Reality Inks Google Cloud Deal

September 5, 2024 via Sportico

Business Beyond the Game: Mario Götze Inspired by Montana, Durant

September 5, 2024 via Sportico

Tom Brady Company Moves Past NFT Collapse With Fan Engagement App

September 4, 2024 via Sportico

**Kristin Juszczuk Talks New Gatorade Merch Capsule Collection, Designing Taylor Swift's
Travis Kelce Jersey and Celebrating Women in Sports**

September 4, 2024 via Women's Wear Daily

WNBA Expansion Team Valkyries Sign Chase as First Jersey Sponsor

September 4, 2024 via Sportico

Under Armour Sells MapMyFitness Back to Founders 11 Years Later

September 4, 2024 via Front Office Sports

**American collegiate Paralympians can now capitalize on new marketing opportunities
through NIL**

September 1, 2024 via Baltimore Sun

Sports

What will the NFL's league-wide facial recognition policy look like inside U.S. Bank Stadium?

September 5, 2024 via kare11.com

Man City given hope by Premier League's bruising legal defeat to Leicester

September 4, 2024 via The Times UK

Why Steph Curry Doesn't Follow the NBA's Unwritten Sneaker Code

September 4, 2024 via Front Office Sports

Is Portland Set to Become the WNBA's 15th Team? Here's What We Know

September 3, 2024 via Front Office Sports

Top dog Joey Chestnut beats his archrival and his own hot dog-eating world record

September 3, 2024 via NPR

Online fundraiser for Matthew Gaudreau's widow raises more than \$550K as the sports world mourns

September 3, 2024 via Associated Press

Music Biz

Music Producer Accused of Using AI Songs to Scam Streaming Platforms Out of \$10 Million in Royalties

September 4, 2024 via Variety

Do Spotify ads and subscription fees help pay artists?

September 1, 2024 via Co.Exist

Film & TV

Football, Meet Broadway: Inside the Making of Peyton and Eli's Star-Studded 'ManningCast the Musical' Short

September 6, 2024 via MSN Real Estate

NFL's next big media rights payday is years off — and subject to a shifting industry

September 4, 2024 via CNBC

Matt Damon & Casey Affleck On A Possible 'The Instigators' Sequel At Apple, Streaming's Future, Their Chemistry & Some Serious Fenway Park Love

September 3, 2024 via Deadline

Disney pulls ABC, ESPN and other channels from DirecTV in carriage standoff

September 1, 2024 via CNN

'Wolfs' George Clooney & Brad Pitt Action Comedy Earns 5-Minute Ovation — Venice Film Festival

September 1, 2024 via Deadline