

Sports & Entertainment Beat

## **From Courtside to Beauty Counters: The Bold Moves Shaping Sports and Entertainment**

on 9.13.24

Welcome back to the Spotlight! Though you may have been down on your luck this Friday the 13th, I am here to do my best to help you reverse course. Even if you happened to step on a crack, walk under a ladder, break a mirror, have your path crossed by a black cat or upset a bowl of salt (they can be rather temperamental), you may still consider yourself amongst the fortunate (ever-dwindling) few to be regaled with sports and entertainment business stories in a pithy, snarky and downright cheesy format.

- Pop singer/actress Sabrina Carpenter inks beauty and haircare endorsement deals with Prada and Redken. An espresso-oriented deal (if not one for sandpaper and clamps) can't be far off.
- Social Media Platform (and target of Congressional scrutiny due to being a possible national security threat) TikTok is now a sponsor of Monumental Sports & Entertainment, the holding company for the Washington Capitals, Wizards and Mystics. I guess they figure it's time they ingratiate themselves with \*someone\* in DC.
- Following the lead of LeBron James with his DraftKings Sportsbook endorsement, fellow NBA Superstar Kevin Durant is now a spokesperson for FanDuel Sportbook. A few years ago would it have been surprising to hear that active NBA players were promoting legal sports gambling? You bet.

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

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### **Endorsement Deals, Sponsorships & Investments**

#### **[Jerry Jones-Backed Faze Clan Regroups After Stock Flame-Out](#)**

*September 11, 2024 via Sportico*

**These College Football Stars Are Cashing in the Biggest NIL Deals**

September 11, 2024 via 24/7 Wall St News

**Honey Deuce sales at US Open revealed as cocktail explodes in popularity**

September 10, 2024 via Fox News

**Why should celebrities' endorsements matter to us?**

September 10, 2024 via Everett Herald

**Mario Cristobal promotes UM NIL collective Canes Connection in new social media ad**

September 10, 2024 via Orlando Sentinel

**Celebrity-backed Tequilas up 16% in 2023**

September 9, 2024 via Spirits Business

**NIL Platform NILLY Announces Strategic Partnership with Harlan Capital Partners to Empower Student-Athletes**

September 9, 2024 via PR Newswire

**Monumental Sports & Entertainment and TikTok Announce Partnership**

September 9, 2024 via PR Newswire

**Kevin Durant continues FanDuel partnership with new NFL-related role**

September 8, 2024 via Awful Announcing

**Conor McGregor's beer and whiskey both rank in top celebrity brands**

September 6, 2024 via Irish Mirror

**NYCFC Taps Klutch to Sell Premier Sponsorships for New Stadium**

September 5, 2024 via Sportico

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**Sports**

**Ex-Michigan football players sue NCAA, Big Ten Network for \$50M over highlights, replays still in use**

September 12, 2024 via CBS News

**NBA commissioner's latest expansion update: 'We're not quite ready'**

September 10, 2024 via MyNorthwest

**NBA Would Consider Possible Tiered Celtics Sale, Adam Silver Says**

September 10, 2024 via Sportico

**Dana White Says \$20 Million UFC Sphere Show Will Transform Sports**

September 10, 2024 via Sportico

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**Music Biz**

**Tuned Global signs UMG deal on recorded music catalogue**

September 11, 2024 via Music Week

**EXCLUSIVE: Sabrina Carpenter Is Redken's First-ever Celebrity Ambassador**

September 9, 2024 via Women's Wear Daily

**Prada Beauty names Sabrina Carpenter as their first celebrity global partner**

September 5, 2024 via Express Tribune

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**Film & TV**

**Women's football chief says WSL YouTube switch will grow the game's reach**

September 11, 2024 via New York Times

**Deep Fusion Films Signs With Buchwald**

September 11, 2024 via Deadline

**ESPN Will Have a ManningCast for the Super Bowl**

September 11, 2024 via Front Office Sports

**Amazon Prime Video's 'The Money Game' shows new cost of college athletics**

September 9, 2024 via Awful Announcing