

Sports & Entertainment Beat

Sports Spotlight: From Field to Finance, Endorsements, and More

on 11.15.24

Welcome back to the Spotlight! I am going to be brief this week as your intrepid author is battling some sort of a classroom-(and Bloomgarden boy)-incubated sinus infection. I suppose that is one of the occupational hazards of being a dad. (Sigh...if only they would share toys as well as they share pathogens...). In any event, here's a little bit of what else has been going on this week:

- Former New England Patriots Quarterback Drew Bledsoe is among the minority of athletes who have positioned themselves for financial stability in their post-playing careers, notably as a proprietor of several wineries in Washington state. He has the added security of not having Tom Brady (again) come after his job – wine has too many carbs.
- X users were quick to note that top footballer Cristiano Ronaldo failed to adequately disclose his endorsement relationship with Herbalife in a promotional social media post for the wellness company—a potential violation of Federal Trade Commission regulations. If he needs some assistance with FTC compliance, I know a guy.
- Professional Bull Riding (PBR) terminates its contract with Dr. Phil McGraw's Merit Street Media over the latter's failure to make rights payments to the bull riding tour. In so doing, PBR became the envy of many who wish to tell Dr. Phil to cut the bull.

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

[The nuanced art of working with celebrities on purposeful partnerships is changing](#)

November 14, 2024 via The Drum

[Banterra signs four Saluki athletes to NIL partnerships](#)

November 12, 2024 via Southern News

Here's how much Raygun has made from her breaking fame — and it may shock you

November 12, 2024 via New York Post

New England Patriots Great Drew Bledsoe On His Winery Business And How He Successfully Transitioned In Retirement

November 8, 2024 via Forbes

Morgan Stanley Raises Las Vegas Sphere Stake Nearly 300%

November 8, 2024 via Sportico

DraftKings Adds \$500M Credit Line That Incentivizes Borrowing

November 8, 2024 via Sportico

Sports

Country star Darius Rucker donates to ETSU's NIL fund after 'awkward' appearance at football game

November 13, 2024 via Fox News

Chiefs' Patrick Mahomes supports Kansas City's WNBA expansion franchise efforts

November 13, 2024 via Fox Business

Caitlin Clark steps off the court and onto the fairway to play in an LPGA pro-am

November 13, 2024 via Lancaster Online

NBA commissioner says women's sports is booming because legacy media gatekeepers can't ignore it anymore

November 11, 2024 via Fortune Magazine

A Trademark Trial That Could Rock the Sports Licensing World

November 11, 2024 via Sportico

Cristiano Ronaldo hit with community note on X for violating important rule

November 8, 2024 via Talk Sport Football

Music Biz

Music.AI partners with SourceAudio to offer stem separation technology to 567,000 users

November 14, 2024 via *Music Business Worldwide*

OpenAI just won a copyright battle brought by two news outlets. What could this mean for the music industry's lawsuits against AI firms?

November 12, 2024 via *Music Business Worldwide*

Bill Ackman wants to move Universal Music Group's financial HQ from Amsterdam to the US. Universal has warned it might not be possible.

November 10, 2024 via *Music Business Worldwide*

Beyoncé leads the 2025 Grammy noms, becoming the most nominated artist in the show's history

November 8, 2024 via *Virginian-Pilot News*

Film & TV

PBR Cuts Ties With Dr. Phil Amid Contract Dispute Over Rights Fees

November 14, 2024 via *Sportico*

Greenwich Entertainment Acquires 'Come Closer', Israel's Oscar Entry For Best International Feature

November 11, 2024 via *Deadline*

Gal Gadot To Star In Kevin Macdonald-Directed Thriller 'The Runner' From Amazon MGM Studios & David Kosse's Rockwood Pictures

November 11, 2024 via *Deadline*

'Flight Risk,' 'Balls Up': A-lister Mark Wahlberg working on several films

November 9, 2024 via *Las Vegas Review Journal*