

Sports & Entertainment Beat

## **From Contracts to Creativity: The Ever-Evolving Playbook of Sports and Entertainment**

on 12.16.24

Welcome back to the Spotlight! Just one more installment on the way next week before this dog and pony show packs it in for the rest of the year (*pause for groaning, protests and/or sighs of relief*). Unlike Juan Soto, I promise to be back next year—it won't even take \$765 million to make it happen. Though, for the record, I certainly would not turn down \$765 million. While I'm on the subject, I'm not going to talk about the dynamics between the New York Yankees or Mets, I'll save that for another time. Instead, if Soto is to receive \$765 million (or more) over the next 15 years—the most lucrative professional sports contract—how much higher can players' salaries go before we're talking about equity compensation (in the form of options to purchase a piece of a team after retirement—so as to avoid apparent conflicts of interest) rather than cash? Such a shift might level the playing field so to (Soto?) speak for owners that are not worth \$21 billion dollars (like the Mets' Steve Cohen). We've seen it most recently with Lionel Messi's Major League Soccer deal with Inter Miami CF, so maybe it is just a matter of time before we see it in one of the Big Four professional sports leagues.

- Authentic Brands Group strikes a stadium naming rights deal to rebrand the home of MLS' New York Redbulls, Sports Illustrated Stadium. Perhaps that means we can expect the team to play in swimsuits one match per year.
- The Writers' Guild of America wrote (obviously) a scathing letter to Hollywood studios criticizing their allowing their intellectual property from being used for training generative AI models. In fairness to the studios, they didn't have anything to say because the WGA didn't write anything for them.
- University of Colorado star Wide Receiver/Cornerback and Heisman Trophy frontrunner, Travis Hunter signs an endorsement deal with Adidas ahead of the draft. As part of their pitch, Adidas gave him two hats.

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

**Travis Hunter Lands Adidas Endorsement Contract amid 2025 NFL Draft Rumors**

December 12, 2024 via Bleacher Report

**WWE And Bianca Belair Talk Success Of C4 Energy Partnership**

December 12, 2024 via Forbes

**NFL's First Private Equity Deals Approved for Bills, Dolphins**

December 11, 2024 via Sportico

**Red Bull Arena becomes Sports Illustrated Stadium in 13-year naming rights deal with MLS team**

December 11, 2024 via Market Beat

**Fanstake Partners with The Collective Association to Enhance College Athletes' NIL Opportunities**

December 9, 2024 via Business Wire

**Messi Fueled 13% MLS Sponsorship Rise in 2024, Report Says**

December 5, 2024 via Sportico

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#### Sports

**UNC hires Bill Belichick as head coach**

December 11, 2024 via WBTV

**Saudi Arabia confirmed as host of 2034 World Cup despite human rights concerns**

December 11, 2024 via Fox News

**BYU reportedly paying AJ Dybantsa huge money in NIL deal**

December 10, 2024 via Larry Brown Sports

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**Music Biz**

**Demand for South Florida Real Estate Fuels Soaring Prices and Gleaming Towers as Tech, Music and Hollywood Hit the Region**

December 13, 2024 via Variety

**Oscars: 'Kiss The Sky' from 'The Wild Robot' takes flight and now leads Best Song odds**

December 13, 2024 via MSN Real Estate

**NFL Commish Roger Goodell says Jay-Z's relationship with league remains intact amid sexual assault allegations**

December 12, 2024 via Fox News

**David, Tems, Wizkid, albums leave Boomplay due to Sony Music boycott**

December 11, 2024 via Businessday NG

**Super Bowl Halftime Headache? How Jay-Z in the Headlines Could Impact Roc Nation's NFL Deal**

December 11, 2024 via Hollywood Reporter

**Tracksuit reveals top pop culture moments of 2024**

December 9, 2024 via mUmBRELLA News

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**Film & TV**

**WGA Slams Studios For Not Protecting Copyrighted Works Used In Generative AI Training Models: "Come Off The Sidelines"**

December 12, 2024 via Deadline

**Vice Media Launches Sports Arm; 50-Plus Hours Of Programming Includes Series On Top College Basketball Coaches Rick Pitino & John Calipari; Omaha Productions Among Initial Partners**

December 12, 2024 via Deadline

**David Letterman Gets His Own FAST Channel**

December 11, 2024 via The Hollywood Reporter

**CBS Sports reaches 10-year media rights extension for Army-Navy game**

December 9, 2024 via Awful Announcing