

Sports & Entertainment Beat

Spotlights: NBA Draft Prospects, Pickleball Streaming, TikTok's Music Deals, and Trump's Village People Controversy

By Joshua Bloomgarden on 5.19.23 | Posted in Sports & Entertainment Spotlight

Welcome back to the Spotlight, where your readership is coveted as much as French basketball player Victor Wembanyama (bonus points to me for spelling it right the first time without Google) is by your favorite NBA team. More likely than not, Wemby will be landing in San Antonio where fellow countryman Tony Parker once *parlez vous*'ed all over the league. As the presumptive first pick in the NBA Draft, he has a sizable rookie contract and endless international marketing opportunities in front of him. That's all before even touching the NBA hardwood. Of course, there's always the ability as a later draft pick like Memphis Grizzlies guard Ja Morant to achieve stardom and fortune through on-court performance. In the span of four seasons, he's secured endorsement deals from Powerade and Nike. But while Morant's on-court talent has never been in question, his off-court actions — appearing armed with a handgun on his social media accounts (already resulting in a 10 game suspension, with more likely on the way)—may make sponsors distance themselves. Talk about shooting yourself in the foot! It's a familiar cautionary tale, but in the public eye, athletes and entertainers alike should be mindful to be beyond reproach and keep themselves out of the controversy Spotlight.

- Live professional pickleball matches will soon be available for streaming on Amazon Prime. So now the sport accessible to all ages will be available to the masses (as long as your parents can figure out how to use the remote control).
- Short form video social media company TikTok strikes deals with several digital music distributors to provide new monetization opportunities for their artists (and new choreography trends for Gen Z to make the older generations increasingly out of touch).
- The members of disco group The Village People sent a cease and desist letter to Donald Trump alleging that impersonating acts at his Mar-A-Lago Resort is an illegal misappropriation of their name, image and likeness. Trump would do well to look into

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alternative acts.

Endorsement Deals, Sponsorships & Investments:

Celeb-backed Token Offerings More Likely to Be a Scam, Research Reports

May 17, 2023 via *Yahoo Finance*

Olympian Etienne Stott join campaigners to call for sports to drop sponsorship deals with polluting car brands

May 17, 2023 via *The Independent*

Xavier University athletes have made \$1 million from NIL

May 15, 2023 via *Cincinnati Business Courier*

Broncos ink new 10-year deal for headquarters naming rights

May 15, 2023 via *Denver Business Journal*

Sports

Marketing Essentials Associated with the Sports Industry

May 17, 2023 via *OnRec*

Ja Morant's Latest Gun Incident Could Cost Him Millions

May 14, 2023 via *Sportico*

Francis Ngannou Signs Deal With Professional Fighters League

May 16, 2023 via *New York Times*

MLS Inks \$500 Million Deal for San Diego Expansion

May 16, 2023 via *Sportico*

Music Biz

Village People send Trump cease-and-desist over 'Macho Man' use at Mar-a-Lago

May 16, 2023 via *Myrtle Beach Online*

'There Has to Be Compensation': ChatGPT Exec Faces Tough Music AI Questioning at

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Senate Hearing

May 16, 2023 via Billboard

Major Labels to Send 'Takedown Notices' to Streaming Services for AI Soundalikes

May 16, 2023 via Billboard

TikTok launches 'Artist Impact Program', inks several distribution deals to connect artists with brands

May 16, 2023 via Music Business Worldwide

Film & TV

Bugzee Lix and Snoop Dogg support Writers Strike with Digital Streaming Services like Apple: New Controversial Collaboration with Death Row Records CEO

May 17, 2023 via Atlanta New Online

Amazon Prime signs on to stream professional pickleball tournaments

May 16, 2023 via CNBC

Serena Williams Docuseries Announced at ESPN Upfront

May 16, 2023 via Sportico

Pat McAfee Promises He Won't, um, Mess Up His New ESPN Deal

May 16, 2023 via Sportico