

A Golden Week in Sports & Entertainment: SGA Scores with Audemars Piguet, Kim K. Powers "Update" & Snapchat Enters the Awards Arena

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Welcome back to the Spotlight! And just like that, the Olympic torch for the 2026 Milan-Cortina Winter Games has been extinguished, but not before some of the world's top athletes skied, skated, sledged, snowboarded and curled to glory and public consciousness. Undoubtedly, gold medal victories by both the U.S. men's and women's hockey teams will stand out for years to come, create new endorsement and marketing opportunities for the players and inspire future generations of hockey players-and dentists and orthopedic surgeons. As "luck" would have it, just as the Games closed, a massive blizzard blanketed much of the Northeastern U.S., leaving behind ideal conditions for future Olympians to get acquainted with the ice and snow. Indeed, today's child sledding down a hill may be tomorrow's bobsled pilot. Today's snow fort defender may yet become tomorrow's hockey goalkeeper. Unfortunately for me, my time has passed and there is no winter sport that involves shoveling snow and/or carefully walking to my climate-controlled car. That said, there's always the appealing thought of hanging out in an Olympic Village ski lodge, sipping hot cocoa next to a wood burning fire. Anyway, let's see what logs we have to throw onto the fire this week...

- Reigning NBA MVP SGA (Shai Gilgeous-Alexander) is adding two more prestigious letters to his portfolio-AP-as he entered a "Friend of the Brand" Agreement with Swiss (swish?) luxury watch manufacturer, Audemars Piguet.
- Socialite and media personality Kim Kardashian puts her star power behind a re-launched energy drink brand called "Update." As a result, customers who consume the beverage will have an easier time keeping up with the Kardashians while those who consume it too close to their bedtime will be kept up by a Kardashian.
- Two new award shows celebrating creators are due to debut - one of which by social media firm Snapchat (called the "Snappys") and the other by podcast agency, Oxford Road (called the "Independent Podcast and Creator Awards). Fingers crossed I receive the award for best/worst dad jokes!

Endorsement Deals, Sponsorships & Investments

[Update is Skims You Can Drink](#)

February 25, 2026 via Fast Co Design

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[Potential Wasserman Bidders Face Conflict Concerns](#)

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[Banana Ball Gets 'Biggest Partnership to Date' with ESPN and Disney, Including a Trip to Disneyland](#)

February 25, 2026 via Yahoo!

[Atlanta NWSL Shatters Women's Sports History with \\$28M Record Deal with Aflac](#)

February 25, 2026 via All for XI

[Emma Raducanu Quits Nike for New Clothing Sponsor](#)

February 24, 2026 via Yahoo!

[Anta's US Expansion Plans Make a 'Splash' with a New Store, Activation and Kyrie Irving-Led Campaign](#)

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[Shai Gilgeous-Alexander Officially Welcomed by the Audemars Piguet Family](#)

February 20, 2026 via ClutchPoints

[PepsiCo's Mountain Dew Baja Blast Sponsorship Dovetails Well with MLB's Consumers](#)

February 19, 2026 via Sports Business Journal

Sports

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February 25, 2026 via Lancaster Online

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February 25, 2026 via Kansas City Star

[Kobe Bryant and the Secret History of the Black Mamba](#)

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Music Biz

[AI Song Generator Startups Angered the Music Industry. Now They're Hoping to Join It](#)

February 26, 2026 via ABC News

[Isaac Hayes' Estate Reaches Settlement With Donald Trump Over Use Of 'Hold On, I'm Coming'](#)

February 23, 2026 via Deadline

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February 20, 2026 via Variety

Film & TV

[Warner Bros. Heir Was Concerned About Netflix Deal. He's Alarmed About Paramount](#)

February 27, 2026 via HollywoodReporter

[Netflix Bows Out of Warner Bros. Discovery Bidding War - Paramount Acquisition Now Practically Certain](#)

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[Podcast Agency Oxford Road Launches Independent Creator Awards Show](#)

February 26, 2026 via Hollywood Reporter

[Snapchat Sets Inaugural Awards Show The Snappys, Hosted By Matt Friend](#)

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[Blockbuster Ratings Start to Vindicate NBC's \\$7.75 Billion Bet on the Olympics](#)

February 23, 2026 via Fortune

[Cate Blanchett's Dirty Films Inks First-Look Film & TV Deal With Searchlight Pictures](#)

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