

Sports & Entertainment Beat

A Quarter Century Later

09.11.26

Welcome back to the Spotlight! Today marks twenty-five years since the September 11th terrorist attacks on US soil that claimed the lives of nearly 3,000 people. Somehow, a quarter century feels both long ago and just the other day. Despite the divisions and challenges we face as a country, today we show we still endure and renew our commitment to never forget. Just as was the case in 2001, the sports world will aim to lift spirits and pay tribute to all those who were lost and to all those who had lost, in a way that only sports can.

Most notably, the New York Yankees and New York Mets will take the field at Yankee Stadium this evening-both teams having created goosebumps and lasting images of resiliency in the wake of tragedy in the weeks that followed the attacks. For the Mets, it was catcher Mike Piazza's dramatic home run in the Mets' first game after the attacks. For the Yankees, it was President George W. Bush's ceremonial first pitch of Game 3 of the World Series at Yankee Stadium-thrown right down the middle of the plate for a strike. Tonight, we will see at least one more entry to the lore as two ceremonial pitches will be thrown by a husband and wife, each who lost a parent on 9/11 and met each other at Camp Better Days, which was established for children who had lost a parent on that tragic day. If that doesn't give you chills, then I don't know what will.

- Recently retired NBA All-Star and future Hall of Famer Chris Paul launches a media production company called "Ohh Dip!!! Entertainment" with the help of Words + Pictures studio. What's surprising is not that another prominent athlete is leaning into media and entertainment, but rather that Paul is usually the one who doles out the assists.
- A scantily-clad Sydney Sweeney appears in a new commercial for Sports prediction markets platform Novig. If enough of your predictions don't come to fruition, you too may lose the shirt off your back!
- Kendall Jenner links up with Trip, becoming an equity owner and brand ambassador for the functional beverage company. What's unclear is how her 818 Tequila brand will mix with Trip-whether in a glass or her portfolio.

Endorsement Deals, Sponsorships & Investments

New Funding Doubles TGL Parent Company Valuation to \$1B

September 10, 2026 via Yahoo! News

In a Major Increase, CSC Clears More Than \$227M Worth of NIL Deals in July and August

September 10, 2026 via Yankton Daily Press & Dakotan

[Kalshi's Latest Celeb Play Sends Marshawn Lynch Into Full Beast Mode](#)

September 10, 2026 via AdWeek

[Sophie Cunningham Has Reportedly Dropped Podcast Co-Host West Wilson](#)

September 10, 2026 via Yahoo! News

[Denzel Ward Purchases a Stake in the Cleveland Guardians](#)

September 9, 2026 via NBC Sports

['The Bear' Star Ayo Edebiri Joins New Balance as Brand Ambassador](#)

September 9, 2026 via WWD

[Paramount+ Lands Naming Rights to T-Mobile Arena in Vegas](#)

September 9, 2026 via Smartbrief

[Genius Sports, NBA All-Star Chris Paul and Words + Pictures Launch New Athlete-Led Sports Media Company](#)

September 8, 2026 via Genius Sports

[Kendall Jenner Invests in Trip](#)

September 8, 2026 via Yahoo! News

[Brooks Running Signs Non-Running Ambassadors](#)

September 8, 2026 via SGB Media

[The \\$100 Billion Race to Build the World's Next Sports Mecca](#)

September 8, 2026 via Hollywood Reporter

Sports

[The Women's Professional Baseball League Is Betting That Women's Baseball Has A Future In The US](#)

September 10, 2026 via South Florida Reporter

[Tennessee Linebacker Arion Carter Was Suspended Over a \\$427 flight-Now He's Donating That Amount to Charity for Every Tackle He Makes This Season](#)

September 9, 2026 via Fortune

[The Athlete Is the Studio](#)

September 9, 2026 via Hollywood Reporter

[Volleyball Makes Historic Debut at Wrigley Field During Big Ten/SEC Challenge Finale](#)

September 7, 2026 via ABC7 – Chicago

[Robert Griffin III, Richard Sherman Trade Barbs Over Accusations of Pre-NIL Payments](#)

September 6, 2026 via Awful Announcing

[Why College Athletes Should ‘Live Like College Students’ Despite Six-Figure NIL Deals](#)

September 5, 2026 via Fox Business

[Baseball Has Eased America Out of Its Slumps](#)

September 5, 2026 via Chicago Sun Times

Music Biz

[Is AI Music Going Legit? Suno Launches New Models Built on a Major Label Catalog](#)

September 9, 2026 via Rolling Stone

[T-Pain Sues Akon's Record Label, Claiming Unpaid Royalties](#)

September 8, 2026 via The Atlanta Journal-Constitution

[Someone AI-Generated a Completely Fake Eminem Song and It's Going Viral on YouTube](#)

September 8, 2026 via Futurism

Film & TV

[NBA Champion Jalen Brunson to Host ‘Saturday Night Live’](#)

September 9, 2026 via ESPN

[Angel Acquires Michael Keaton-Morgan Freeman Western 'Rode To Ruin', Launches Sales Arm Ahead Of TIFF Market](#)

September 4, 2026 via Deadline

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