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Sports & Entertainment Beat

An October State of Mind

10.30.26

Welcome back to the Spotlight! Today's entry comes to you straight from Boo York: the Vampire State. Lest you thought that I would ghost you on Halloween Eve-a spooky proposition indeed-I'm answering the call from inside the house, pumpkin out content to imbue you with sports and entertainment industry knowledge. Make no bones about it, when all is said and done, you'll have more on your mind than the Headless Horseman. As you can tell, I am firmly in the Halloween spirit. Maybe it's because it means that I have an excuse to eat candy corn-witch is a fitting favorite for the Spotlight not just on account of being corny, but also because, like candy corn, people either love it or are dead wrong. Though even for those that love it, over-consumption can lead to your feeling gravely sick (everything in moderation). On that note, have a happy and safe Halloween, and don't forget to cover your mouth if you're coffin.

- Rapper Wiz Khalifa's cannabis brand, Khalifa Kush rolls out (and up) in New York this week. I promise it played no role in my writing above.
- LeBron James becomes global ambassador for wearable technology company, WHOOP. Hopefully, the New York Knicks can help him commemorate the moment by WHOOPing James and his Philadelphia 76ers this evening.
- University of Miami standout wide receiver Malachi Toney strikes an NIL deal with JPMorgan Chase focusing on financial literacy and scam prevention in the NIL space. With his skillset, it's likely that he'll be on the receiving end of real money for years to come.

Endorsement Deals, Sponsorships and Investments

Skechers Celebrates Harry Kane's Ballon d'Or With a Limited Run of 73 Gold Boots for His 73 Goals
October 30, 2026 via Footwear News

AC Milan, Inter Strike Naming Rights Deal, New San Siro to Be Called Stadio Generali
October 29, 2026 via The Athletic

LeBron James Deepens Commitment to WHOOP, Expanding 11-Year Relationship
October 29, 2026 via Business Wire

Gerry Cardinale's RedBird Capital, Guy Oseary's Sound Ventures Set $1 Billion Investment Partnership
October 29, 2026 via Deadline

Toronto Maple Leafs Rookie Gavin McKenna Lands Major Endorsement Deal
October 28, 2026 via blogTO

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Eagles Star Saquon Barkley Says He Was Forced to Divest Polymarket Equity Stake
October 28, 2026 via ESPN

Miami WR Malachi Toney Inks NIL Deal With JP Morgan Chase
October 28, 2026 via On3 NIL

French Soccer Star Mbappé Apologizes For Mao Zedong Comment After Losing Chinese Sponsorships
October 27, 2026 via Forbes

Khalifa Kush to Expand Into New York's Cannabis Market This Week
October 27, 2026 via AM NY

Canopy Talent Partners With Cal Athletics to Expand NIL Opportunities for Gymnastics and Beach Volleyball
October 27, 2026 via PRWeb

Nike Launches Georgia x Outkast Collection, Features Bulldogs Athletes in Campaign Launch
October 26, 2026 via On3 NIL

Record Anthropic IPO a Likely Boon to Sports-Connected Backers
October 26, 2026 via Sportico

Sports

Women's Flag Football Taking Flight as Pro Leagues and Series Spring Up With Olympics Debut Ahead
October 30, 2026 via AP News

Big Ten Sets Cap for NIL Spending, Mirroring Protect College Sports Act Framework
October 28, 2026 via CBS Sports

Atlanta Dream Says It Warned the WNBA 2 Months Ago About Scheduling Conflict Concerns. The League Is Hosting a Finals Game at Lunchtime Anyway
October 28, 2026 via Yahoo! News

Ernie Johnson Says This Is His Final Season as 'Inside the NBA' Host
October 28, 2026 via ESPN

Jalen Hurts' Blood Clot Scare Tests NFL Player Safety Protocols
October 26, 2026 via Sportico

Savannah Bananas Returning to Yankee Stadium in 2027
October 26, 2026 via AM NY

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Women's Flag Football Is the Next Big Thing in Campus Sports
October 26, 2026 via Sports Business Journal

Peyton Manning Has No Plans to Trade ManningCast for Colts' Front Office
October 25, 2026 via Awful Announcing

Music Biz

Dolly Parton's Posthumous Memoir Sells for $13M
October 29, 2026 via Yahoo! News

LL Cool J Announces 'Rock the Bells: The Residency' for Las Vegas in Spring 2027
October 29, 2026 via Variety

Dallas Cowboys Cheerleaders Sue My Chemical Romance
October 27, 2026 via WFLA

Music IP Holdings Launches “Click-Through” License Portal for AI Technology Companies
October 26, 2026 via PR Newswire

Your AI's Nothin' but a Hound Dog... Elvis Presley IP Owner Sues Anthropic
October 26, 2026 via MusicAlly

Dolly Parton’s Niece Named Estate’s Brand Ambassador
October 25, 2026 via ABC7 NY

Seeker Music Acquires Original and Re-Recorded Albums by JoJo
October 24, 2026 via Music Week

Jay-Z Burnishes His Legend at SoFi Stadium
October 24, 2026 via Los Angeles Times

Chris Brown Producer Sues Sony Music for $1.25M, Claiming It Stalled the Sale of His 'Party' Royalties and Paid Him Half the Agreed Rate
October 23, 2026 via Music Business Worldwide

Film & TV

Donald Glover Writing, Starring in 'PUBG' Video Game Adaptation in the Works at Netflix
October 29, 2026 via Hollywood Reporter

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Charli xcx 'Lands Role in Martin Scorsese's Chilling New Horror Film Alongside Leonardo DiCaprio and Jennifer Lawrence'

October 23, 2026 via Perth Now

Posted in Sports & Entertainment Spotlight

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