

An Orchard of Highlights: Fall's Freshest Sports & Entertainment Picks

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Welcome back to the Spotlight! One thing I love about this season is the memorable fall pastime of apple picking, with another installment of that chapter coming for me this weekend. Something about the experience makes paying above retail prices for the opportunity to pick your own fruit off trees just gets my juices flowing. But that's not what I'm here to talk about. As you know, the core of the Spotlight is to plant seeds of sports and entertainment industry with a dash of humor (or at least that's what I call it). I guess you could say my writing style stems from my desire to make the reading more a-peeling so that you may pick from a tree in my orchard of knowledge-by the bushel, and always free (or at least until I figure out how to monetize this). For those who are feeling rotten from all this wordplay, apple-y for you, I have other fruits to bear.

- Netflix's viral sensation film "K-Pop Demon Hunters" is rolling out sing-along screenings of the film around Halloween. It's perhaps the scariest house of horrors for introverts around.
- New Balance ink UCLA Basketball's shooting guards on the men's and women's side to NIL endorsement deals, giving their bank accounts new balances.
- With sights set on a "Rat Pack" themed venue in Las Vegas, Irving Azoff's Iconic Artists Group acquires the rights to Frank Sinatra's name, image and likeness. No word on what the venue would be named but the pizzeria there will almost assuredly be named "Amore."

For inquiries and/or unabashed compliments, please feel free to contact me at josh.bloomgarden@foster.com or add me on [LinkedIn](#).

Endorsement Deals, Sponsorships & Investments

[From Snake Oil to Wellness Influencers: The Rise and Rise of Health Misinformation](#)

October 16, 2025 via CNET News

[Ryan Reynolds Co-Stars With a Real Tilly Norwood in New Mint Mobile Ad](#)

October 15, 2025 via Hollywood Reporter

[Fanttik Teams Up With Houston Rockets as an Official Partner](#)

October 14, 2025 via GlobeNewswire

['Buyers Bragging Rights': Homes Previously Owned by Celebrities Sell Faster - and Better - than Other Properties](#)

October 14, 2025 via *Spear's Magazine*

['Inflated Egos,' Airtight NDAs and \\$1M Paydays for 'Real Housewives': Inside the Wild World of Celeb Brand Deals](#)

October 13, 2025 via *New York Post*

[Few UMaine Athletes Seize 'Name, Image, Likeness' Opportunities](#)

October 12, 2025 via *Lewiston Sun Journal*

[College Football Legend Nick Saban Claims NIL has 'Hurt' the SEC While Helping Northern Schools](#)

October 11, 2025 via *Fox News*

Sports

[NHL Expansion Fee Soars to \\$2B As League's Value Surges](#)

October 16, 2025 via *Front Office Sports*

[NBA, Topps, and Fanatics Turn On-Court Moments Into Collectible Classics](#)

October 16, 2025 via *Boardroom*

[Champions League to Feature Opening Game for Titleholder and Streaming Deal from 2027](#)

October 13, 2025 via *ABC News*

[Charter Teams With Apple for Live Lakers Games on Vision Pro](#)

October 10, 2025 via *Sportico*

Music Biz

[Irving Azoff's Iconic Reportedly Acquires Frank Sinatra NIL Rights, Eyes Rat Pack-Themed Las Vegas Venue](#)

October 14, 2025 via *Digital Music News*

[Songwriters Call for Ethical Collaboration at 2025 SONA Warrior Awards](#)

October 13, 2025 via *Rolling Stone Magazine*

[Timbaland Debuts First Music Video From His AI-Generated Artist, TaTa Taktumi](#)

October 10, 2025 via *VIBE*

Film & TV

[Apple TV and Peacock Ink Extensive Streaming Bundle Deal](#)

October 16, 2025 via *Hollywood Reporter*

['Skibidi Toilet' Studio Invisible Narratives Signs With CAA](#)

October 15, 2025 via *Hollywood Reporter*

[Netflix's 'KPop Demon Hunters' Returning to Movie Theaters For Halloween Sing-Along Screenings](#)

October 15, 2025 via Variety

[Netflix Inks Spotify Deal to Stream Video Podcasts Starting 2026](#)

October 15, 2025 via Music Business Worldwide

[Netflix's Ringer Content Deal Reflects New Sports, Podcast Plays](#)

October 14, 2025 via Sportico

[Sora 2 Is Here - What This Means For Comedian Discovery & Ticketing](#)

October 13, 2025 via Deadline

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