

# Autumn Equinox Antics: From Football Fervor to Musical Megadeals and Mayonnaise

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For those of you that were already feeling overwhelmed by the early onset of pumpkin spice at the end of summer, with autumn now being upon us, it is now socially acceptable for those flavors and aromas to pervade daily life. Autumn also means that football season is in full swing. And while certain fanbases take football season as license to be lunatics (looking at you, Buffalo Bills fans), it is never socially acceptable to threaten violence upon athletes. Last weekend, the University of Colorado football team, that has been enjoying a name, image and likeness (NIL) fueled renaissance under new coach Deion Sanders faced off against its in-state rival, Colorado State University. In the midst of a hard-fought game with emotions amplified by rivalry and media fervor centering around a war of words between the larger-than-life Sanders and CSU coach Jay Norvell, CSU defensive back Henry Blackburn delivered a late hit on Colorado's star player and future NFL draft pick, Travis Hunter, knocking Hunter out of the game. Although Hunter's team ended up winning the game, we later learned that Colorado fans had sent death threats (via social media, text and phone) to Blackburn in the aftermath of the late hit. Sadly, the lack of human decency is not new, but with NIL driving media prominence for college athletes who are connected with fans like never before, more needs to be done to discourage this type of behavior. After all, it is just a game. With that off my chest, let's see what else we have in the spotlight.

- Pop singer-songwriter Katy Perry sells her music catalog (both her interests in master recordings and musical compositions) to private equity-backed Litmus Music for a teenage-dream exceeding sum of \$250 million.
- Hellmann's Mayonnaise becomes the official mayonnaise of six top football universities, opening up the door for cardiology sponsorships at six top football universities.

- Hollywood talent management company Brillstein Entertainment Partners is acquired by sports, entertainment and media representation agency Wasserman. Details of the tie-up were not disclosed, but I'm told someone stomped on a glass at closing.

## **Endorsement Deals, Sponsorships & Investments**

### **DC Pickleball Adds AARP as Sponsor, Joining Barstool's Coffee Brand**

September 20, 2023 via Sportico

### **N.Y. convenience stores demand high-profile celebrities stop endorsing flavored vapes**

September 20, 2023 via Spectrum Local News

### **Panthers reaping off-ice benefit of Stanley Cup final run by signing new naming rights deal**

September 19, 2023 via Times West Virginia

### **These Simple E-Commerce Growth Strategies Helped Reese Witherspoon Launch Two Successful Brands**

September 18, 2023 via Forbes

### **Hellmann's now 'Official Mayo' at 6 top football universities**

September 18, 2023 via New Jersey Biz Daily

### **Wasserman acquires storied Hollywood talent manager Brillstein Entertainment Partners | Lexington Herald Leader**

September 18, 2023 via Lexington Herald Leader

### **Aaron Rodgers Is Out For The Season - What Happens to His Salary and Endorsement Deals?**

September 15, 2023 via Entrepreneur Magazine

### **Little Caesars Enters Second Year of NFL Sponsorship**

September 15, 2023 via Franchise Times

### **Business Beyond the Game: Cavinder Twins on WWE, Brand Trust, NIL Legacy**

September 15, 2023 via Sportico

## **Sports**

### **CSU player, family get death threats after hit**

September 18, 2023 via ESPN

**Coco Gauff's ESPN Viewership Delivers On The Court And In The Ratings**

September 15, 2023 via Forbes

**NFL, NFLPA Give Dapper Labs Runway to Withstand Crypto Winter**

September 15, 2023 via Sportico

**Music Biz**

**AI and Copyright Implications for Songwriters & Musicians**

September 21, 2023 via KTLA 5

**Katy Perry Sells Catalog to Litmus Music for \$225 Million**

September 18, 2023 via Billboard

**Film & TV**

**DC Insists Fables Comic Book Series Is Not in the Public Domain Despite Creator's Claims**

September 18, 2023 via IGN Entertainment

**MNF Heads to Free TV as Hollywood Strikes Drain Primetime Programming**

September 18, 2023 via Sportico

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