

Back to School... for Pro Athletes?

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Welcome back to the Spotlight! It's back to school season around these here parts. Since my childhood, the phrase "back to school" has evoked school supply shopping (anyone out there remember trapper keepers as fondly as I do?) and a fresh start for the year ahead after a gratifying summer.

Then, a watershed moment occurred that offered an unorthodox understanding of the meaning of "back to school." The year was 1995. An aging Brian Madison sat atop a sprawling hotel empire with one heir apparent: his rough-around-the-edges son, Billy. The only problem was that Billy was not quite ready for the big time, so he went back to school-to, amongst other things, prove to his dad that he wasn't a fool.

For those growing up in this generation, who may inexplicably miss out on the comedic gold that is "Billy Madison," the unorthodox "back to school" may be something entirely different. Indeed, ever since the NCAA changed its eligibility rules in June to allow college athletes to play five seasons in a five-year span, a group of seniors who had left campus to pursue professional sports careers have been seeking opportunities to go back to school. And with college sports now putting these players in the position of making money comparable to, or beyond, what they might make early in their professional careers, why wouldn't they seek to go back? However, not everyone has been happy with this development, so as you might expect, sports lawyers have been volleying arguments through the courts as to whether these professionals should be able to go back to school, and the NCAA's constituent conferences have been issuing bans that may or may not violate antitrust laws. One way or another, class-school is very much back in session.

- Authentic Brands Group adds Drake's lifestyle brand OVO to its already impressive intellectual property portfolio that includes brands of Shaquille O'Neal, Kevin Hart and David Beckham, promising to help scale OVO's business globally. A fittingly wise transaction for OVO (whose logo is a distinctive owl) - ain't that a hoot?
- Golf brand Good Good loses a sponsorship with Callaway and the title sponsor rights to a PGA Tour event on the heels of a controversial advertisement that depicted a man pushing over a woman reaching for a co-branded Good Good and Callaway driver. Clearly, Good Good is in serious need of a great great public relations firm that can offer the brand a mulligan.
- Minnesota Lynx and Timberwolves owner Marc Lore sells his controlling stake in the WNBA and NBA franchises at a \$4.5 billion valuation less than 14 months after buying the franchise at a \$1.5 billion valuation, adds to the growing lore of flipping sports ownership assets for a premium return.

Endorsement Deals, Sponsorships & Investments

[Alex Morgan and TOGETHXR Partner with Bet on Her App to Centralize Women's Sports Fandom](#)

August 27, 2026 via TOGETHXR

[Martha Stewart Teams Up With Waymo in Ojai, Slams Old-School Taxis as a "Horrible Experience"](#)

August 27, 2026 via Hollywood Reporter

[Authentic Partners With Drake to Scale OVO Globally](#)

August 27, 2026 via PR Newswire

[Dove Brings "Hot Seats" to Charli xcx's Music, Fashion, Film Tour, Giving Fans Access to One of the Hottest Music Moments of 2026](#)

August 26, 2026 via PR Newswire

[Aryna Sabalenka Holds Court at Gucci's Fifth Avenue Flagship](#)

August 25, 2026 via Yahoo! News

[Lebron James Borrowed \\$300 Million From Insurers Arranged By Guggenheim](#)

August 25, 2026 via Financial Advisor

[Under Armour Names Gunna Global Ambassador and P-Star Creative Director](#)

August 25, 2026 via Fashion Network

[The AI-Related Reason Every Billionaire Suddenly Wants to Own a Sports Team](#)

August 24, 2026 via CNN

[Mild Pitch: Dodgers, Red Sox Quietly Roll Out Kalshi Deals](#)

August 24, 2026 via Sportico

[Loop Neighborhood Markets Announces New NIL, Digital Marketing Partnership](#)

August 24, 2026 via Convenience Store Decisions

[College Sports' Talent Race is Turning Each Athletic Department Into a \\$40 Million Business Empire](#)

August 21, 2026 via Fortune Magazine

[Marc Lore to Sell Timberwolves, Lynx at \\$4.5 Billion Valuation](#)

August 21, 2026 via Sportico

[Society Management Partners with Canopy Talent to Give the World's Leading Fashion, Beauty and Luxury Brands Access to the Next Generation of Collegiate Athletes](#)

August 21, 2026 via PRWeb

[Mondelēz International Named Official Snacking Partner of the Kansas City Chiefs](#)

August 18, 2026 via Yahoo! News

Sports

[Power Conferences Banning Former Pros Could Spark Lawsuits](#)

August 25, 2026 via Sportico

[College Football Morphing Into the NFL Has Big Legal Implications](#)

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[Oregon State University Objects to Women's Basketball Team's Petition to Unionize](#)

August 25, 2026 via OPB Headline News

[London Follows Dublin as College Football Host City. Are More European Locations in Game Plan?](#)

August 25, 2026 via SFGate

Music Biz

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August 27, 2026 via Variety

[Dolly Parton Died After a 'Brief Battle' With Cancer, According to Her Reps](#)

August 25, 2026 via Variety

[Dr Dre Says Only People Who Struggle to Create Are Scared of AI](#)

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[Apple Music Will Label AI Songs, and the Tags Behind Them Are Now Mandatory](#)

August 21, 2026 via The Next Web

Film & TV

[Chris Hansen Considers Legal Action Over 'Primetime' Depiction: "It Feels Very Exploitive"](#)

August 28, 2026 via Deadline

['The View' Host Sunny Hostin Licenses Her Likeness to AI Studio: 'A New Art Form'](#)

August 27, 2026 via Variety

[Golf Channel Cancels 'Big Break x Good Good' After PGA Tour Parts Ways With YouTube Stars](#)

August 27, 2026 via Hollywood Reporter

['The Sandlot' Cast Reunites for 'Dugout Dads' Comedy Series, Chris Paul Signs on to Executive Produce](#)

August 26, 2026 via Variety

[Offseason Edition of HBO, NFL Films Series 'Hard Knocks' Set to Return in 2027](#)

August 26, 2026 via NFL

[Ad-Supported Streaming Keeps Growing While Broadcast Falls](#)

August 25, 2026 via AdWeek

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