

# Big Deals, Bold Moves & Industry Shifts Across Sports, Music and Entertainment

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Welcome back to the Spotlight! The stage for Super Bowl LIX is set, with the Philadelphia Eagles due to square off against the 2-time defending champion Kansas City Chiefs. More history repeating itself (a la Groundhog Day) as this will be a high stakes rematch of Super Bowl from two years ago between two cities known for steaks. As a fan of the New York Giants (a division rival from whom the Eagles' star running back Saquon Barkley left after last season) and parity (but also parody), as far as the game is concerned, I will again be much more invested in Puppy Bowl *licks*. By contrast, Taylor Swift cares more about the outcome of the Super Bowl (and not just because she's a cat person). One thing's for sure, no one will be quite as invested as advertisers shelling out \$8 million per thirty seconds of Super Bowl commercial airtime, bidding to go down in pop culture history while the Chiefs pursue history of their own as the first team to win three straight Super Bowls. That said, we have a little over week to prepare for the game, but don't despair-trust your training in patiently waiting a week for the next *Spotlight*.

- Originally slated to take place this year, the International Olympics Committee is having difficulties starting-up its inaugural Esports Olympic Games. And before you ask...yes it tried unplugging the router, waiting 5 seconds and plugging it back in.
- WNBA All-Star Angel Reese makes more women's sports history, becoming the first female professional athlete to have a signature menu item at McDonald's-a meal comprised of a BBQ Bacon Quarter Pounder with Cheese, fries, and a soft drink. Between this deal and her endorsement deal with Hershey's brand Reese's, her endorsement portfolio is an agent's dream and cardiologist's nightmare.
- The highly coveted University of Texas Longhorns Quarterback Arch Manning signs an NIL endorsement deal with Red Bull, and I would love nothing more than to see him use his wings to follow his uncle Eli's lead and fly to the Giants.

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

**Endorsement Deals, Sponsorships & Investments**

**[Angel Reese x McDonald's: What's on the Special Menu?](#)**

*January 31, 2025 via Yahoo Life*

**Texas QB Arch Manning announces NIL deal with Red Bull**

January 30, 2025 via On3

**Beckham, Agüero, Formula E and celebrity influence on sport**

January 30, 2025 via BBC Sport

**Democrat teams up with movie industry to propose website-blocking law**

January 29, 2025 via Ars Technica

**Denver NWSL Investors Likely to Include Coors Family, Ariel**

January 28, 2025 via Sportico

**Are You Even Famous if You Don't Have a Nonalcoholic Drink Line?**

January 24, 2025 via Eater

**Crypto Czar David Sacks Says NFTs and Memecoins Are Collectibles, Not Securities**

January 24, 2025 via Slash Dot

**Sports**

**The IOC says 'discussions are still ongoing,' but it sounds like the first-ever Olympic Esports Games may be delayed, possibly until 2027**

January 29, 2025 via pcgamer

**Matt Bowers Auto Group signs Elijah Haven to first of its kind NIL Deal for prep athlete**

January 28, 2025 via New Orleans WDSU 6

**Why the game of women's flag football is taking the world, Olympics 2028 by storm**

January 28, 2025 via SB Nation

**Colleges will soon be allowed to pay student-athletes directly. But who's getting paid?**

January 27, 2025 via WOSU Public Media

**Late nights, long trips and endless games: UCLA's schedule is 'like an NBA deal'**

January 26, 2025 via Los Angeles Times

**Music Biz**

**Concord Acquires Publishing Catalog of Snow Patrol Member and Songwriter Johnny McDaid**

January 30, 2025 via Digital Music News

**[Spotify says that streaming has made the world 'value music'](#)**

January 28, 2025 via *Verge, The*

**[Gravitas Ventures Acquires 'Endless Calls for Fame' Music Documentary About '90s New York Indie Rock Scene](#)**

January 28, 2025 via *Variety*

**[Spotify sets record \\$10 billion payout to music industry in 2024](#)**

January 28, 2025 via *Techspot*

**[Bon Jovi tribute experience takes to the West Cliff stage following meteoric rise](#)**

January 26, 2025 via *Clacton Gazette News*

**[Spotify and Universal Unveil Far-Reaching Deal That Improves 'Bundling' Payment Structure](#)**

January 26, 2025 via *Variety*

**[A 74-Year-Old Musician Makes a Million a Year From an Unpopular Song Written Nearly 50 Years Ago. Here's How.](#)**

January 24, 2025 via *Entrepreneur Magazine*

**Film & TV**

**['Beyond: Two Souls' Video Game Getting TV Series Adaptation By Elliot Page's Pageboy](#)**

January 29, 2025 via *Deadline*

**[Super Bowl Ad Prices Top \\$8 Million as Surge Fuels Fox Sales](#)**

January 29, 2025 via *Sportico*

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