

Bronx Bummers

10.09.26

Welcome back to the Spotlight! I'm old enough to remember October as a month in which I felt pride in being a die-hard New York Yankees fan, and came to expect that their winning tradition would be carried through the postseason. Those Yankees of yesteryear did not win championships simply because they were Yankees. They were immensely talented, well-rounded (also an adjective to describe my physique back then), had a strong attention to detail and a drive to play winning baseball when it mattered the most. More recently, the various iterations of the team have yielded winning records during the regular season, but have time and again come up short in the postseason-often in excruciatingly embarrassing fashion. This past week was no different, as the Tampa Bay Rays, a team with a payroll of about one-third the size of their opponents outclassed and stifled this Yankees team. Just like the Toronto Blue Jays last year and the Los Angeles Dodgers before that, the Rays celebrated their series victory at Yankee Stadium. As a fan, I'd like to think there was a sense of urgency to bring the Yankees back to the glory days. Nevertheless, despite not having won a championship in 17 years, the Yankees consistently rank at the top of Forbes' most valuable Major League Baseball franchises and have not had a losing regular season since 1993, so from the standpoint of revenue generation over a 162 game regular season, maybe there is some complacency.

With the Yankees recently receiving a sizable private equity investment from Apollo Sports Capital, it's fair to wonder whether maximizing revenue will overshadow the desire to win it all. Though, with the Los Angeles Dodgers being second on the Forbes list, with the highest payroll in baseball and currently vying for their third straight World Series Championship, perhaps money and winning aren't mutually exclusive. Whatever follows from here may take some time to develop particularly with there being an impending lockout threatening next year's MLB season. Until then, let's go Brewers!

- LeBron James' commute from his New York residence to his new team the Philadelphia 76ers' facilities has been simplified courtesy of a partnership with Fanatics that gives him access to the company's helicopter. Evidently, I need to work on my jump shot before my next trip along the New Jersey turnpike.
- Podcaster Joe Rogan strikes a new deal with Spotify rumored to be worth in the neighborhood of \$250 million. The former Fear Factor host didn't even have to eat an insect to net that pay day.
- No strangers to collaborations on hit records, Jay-Z and Rihanna may be expanding their business relationship as the former's venture capital firm MarcyPen Capital Partners is seeking to acquire a substantial equity stake in the latter's Fenty Beauty brand. Not a bad return on investment for offering someone the right to stand under their umbrella.

Endorsement Deals, Sponsorships and Investments

[Joe Rogan Renews Nine-Figure Spotify Deal](#)

October 8, 2026 via Variety

[LOVB Miami, One and Only Pro Women's Sports Team in Miami, Announces Star-Studded Ownership Group of Investors, Champions, and Cultural Icons](#)

October 7, 2026 via LOVB

[Ben Affleck and Matt Damon's Artists Equity Launches New Indie Banner: Artists Equity Independent Pictures](#)

October 7, 2026 via Variety

[SiriusXM Reaffirms Commitment To Comics "At Every Stage Of Their Careers," Says Raw Comedy Decision Predated Maniscalco's Arrival](#)

October 7, 2026 via Deadline

[Is Jay-Z's MarcyPen Capital Partners Looking to Buy the Ownership Stake in Fenty Beauty?](#)

October 6, 2026 via VIBE

[LeBron James' Deal With Fanatics Gives Him a Unique Way to Handle His New East Coast Commute](#)

October 6, 2026 via Fox News

[LeBron James' \\$15 Million Polymarket Deal Draws Scrutiny as It Nearly Quadruples His 76ers Salary This Season](#)

October 6, 2026 via International Business Times

[Private Capital is Transforming Sports, Challenging the Press Box to Upskill Into Financial Forensics](#)

October 3, 2026 via Fortune

[Reveal Partners With Influencer Mario Mirante and His "Talking" Cat, Chef, on Promotional Videos](#)

October 2, 2026 via PR Newswire

Sports

[Mike Ditka, No-Nonsense Chicago Bears Legend and TV Analyst, Dies at 86](#)

October 9, 2026 via Hollywood Reporter

[Valkyries First Women's Sports Team With \\$100M Annual Revenue](#)

October 7, 2026 via Sportico

[Deion Sanders Created Prime Time so He Could Get Paid. Why Deny College Athletes the Same Chance?](#)

October 6, 2026 via The Guardian

[Employee Question Could Stall Senate College Sports Bill at Midfield in House](#)

October 5, 2026 via Roll Call

[Bryce Underwood Normally Would Be Benched by Now - NIL is Causing a Michigan Dilemma](#)

October 4, 2026 via New York Post

[Out Route: Tony Romo Leaves CBS Sports After Drunk-Driving Arrest](#)

October 2, 2026 via Sportico

Music Biz

[Music Streaming Fraud Inquiry Launched by US Copyright Office](#)

October 7, 2026 via Music Business Worldwide

[Foo Fighters Celebrate the End of Their North American Tour With a Sprawling Nearly 3-Hour Show in Las Vegas](#)

October 3, 2026 via Las Vegas Sun

[Bill Withers' Publishers Sue Universal Over Olivia Dean Song](#)

October 2, 2026 via Business Matters Magazine

[Miley Cyrus Scores First No. 1 in Over a Decade on Albums Chart, While Ella Langley Extends Record on Singles Chart](#)

September 28, 2026 via Variety

Film & TV

[Sports Is Key to Skydance Becoming 'Leading Content Engine'](#)

October 7, 2026 via Front Office Sports

[Hollywood Films and TikTok Dramas: Sports Media's New 'Blueprint'](#)

October 6, 2026 via Front Office Sports

Emmy Awards Leave Broadcast TV for Prime Video in 2027 Under Six-Year Deal

October 6, 2026 via CNBC

[The Dave Portnoy 'Big Noon Kickoff' Breakup Was Always Inevitable](#)

October 3, 2026 via Awful Announcing

[The WNBA Cashed In on New TV Deals, Now Fans Are Paying the Price](#)

October 2, 2026 via Awful Announcing

Posted in [Sports & Entertainment Spotlight](#)

Authored by

[Joshua A. Bloomgarden](#)

[Principal|New York](#)

[212.965.4529 josh.bloomgarden@foster.com](#)