Foster Garvey

Sports & Entertainment Beat

Comebacks, Courts & Collabs: A Wild Week in Sports & Entertainment

05.09.25

Welcome back to the Spotlight! While I appreciate your valiant efforts in coming back to this space, that comeback pales in comparison to the two comebacks the underdog New York Knicks have had against the defending NBA Champion Boston Celtics - somehow clawing back from 20 point deficits in consecutive games to seize a 2-0 lead in the 2nd round of the NBA Playoffs. The games have been nothing short of captivating, yet immensely trying. What started out with questions in my mind about how the Knicks could possibly survive this series has been replaced by questions about whether I can survive the ups and downs of this series. Regardless, these NBA Playoffs have provided some of the most compelling moments in recent memory-the TV ratings have certainly backed up that assertion. So, for all the concerns about who will be the stewards of the league now that LeBron James is reaching the end of his career, it's clear that the present and the future are bright as ever, with chances for athletes to build their own brands and author their own success stories. Speaking of comebacks, I'll be out recharging next week but will return the week of 5/19-hopefully you will do the same.

- Country music star Chris Stapleton's Tennessee whiskey brand, "Traveller" becomes the first official whiskey of Major League Baseball. Given the name, it's unlikely that the NBA will follow suit.

- Nine-time NBA All-Star guard Russell Westbrook comes aboard as a founder of Eazewell, a startup company that uses artificial intelligence to ease grieving loved ones' burdens with funeral planning. Humanity will have dodged a bullet if artificial intelligence sticks only to *that* sense of the words "funeral planning..."

- Rihanna's multibillion dollar beauty brand Fenty Beauty, becomes the latest such brand to secure sponsorship in the WNBA, partnering with the defending WNBA Champions New York Liberty. As part of the sponsorship, the brand's logos will be included on the team's pregame warm-up apparel, while other in-game activations are contemplated. No word on whether the team will be creating a co-branded umbrella...ella...ella

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

Judge Dismisses Most Charges Against FTX's Celebrity Boosters

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May 8, 2025 via Slash Dot

Traveller Whiskey becomes the first official whiskey of MLB
May 8, 2025 via MLB

Rihanna's Fenty Signs First WNBA Team Deal With New York Liberty
May 7, 2025 via AdWeek

NBA star Russell Westbrook launches AI-enabled funeral planning startup
May 7, 2025 via NBC 10 Philadelphia

Wells Fargo Center will become the Xfinity Mobile Arena on Sept. 1 after new naming rights deal
May 6, 2025 via LancasterOnlin

Unrivaled Sports Gets $120M From Dick's for Youth Buildout
May 6, 2025 via Sportico

2025 Met Gala Signals The Rise Of Sports In High Fashion
May 5, 2025 via Forbes

Rory McIlroy's new deal with asset management firm could lead to €1bn of sports investments
May 4, 2025 via Irish Independent

Take-Two Shares Drop on GTA's 'Perfect Track Record of Delays'
May 2, 2025 via Sportico

Sports

NCAA, Plaintiffs Revise Roster Limits to Save House Settlement
May 7, 2025 via Sportico

As NIL comes to high school sports, its impact is being hotly debated
May 7, 2025 via Baltimore Sun

Big Ten athletic director teases potential addition of women's flag football
May 6, 2025 via SB Nation

Soccer Fans Face U.S. Visa Worries as World Cup Tickets Go on Sale
May 6, 2025 via Sportico

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How NIL is widening the basketball gap between Power Five schools and mid-majors
May 4, 2025 via The Statesman

With NFL support, NCAA interest and Olympics ahead, a D3 league offers a glimpse into the future of women's flag football
May 3, 2025 via SB Nation

Trump considering executive order to regulate NIL after meeting with Nick Saban: report
May 2, 2025 via Fox News

Music Biz

Concord Theatricals Acquires Major Competitor Broadway Licensing Global
May 8, 2025 via Deadline

Mainstream & Margins: Why music royalties are still broken - and what might fix them
May 7, 2025 via Stanford Daily

Signed: Andrea Bocelli Inks 5-Year Deal With AEG Presents, Mark Ambor Belongs With Capitol
May 6, 2025 via Billboard

A&R admin platform Connex launches with Universal Music
May 3, 2025 via Music Week

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Film & TV

NBA TV Ratings Surge
May 6, 2025 via Front Office Sports

NBA on NBC will use AI to bring back original promo voice Jim Fagan
May 6, 2025 via Awful Announcing

Aspiring screenwriters struggle to break into shrinking industry. 'It shouldn't be this hard'
May 5, 2025 via Coastline Pilot News

Trump's 100 Percent Tariff on Movies: 8 Key Questions the Industry Is Now Pondering and Dreading
May 5, 2025 via HollywoodReporter

Belichick's CBS Circus Shows Why Celebs Seek Interview Contracts
May 2, 2025 via Sportico

Posted in Sports & Entertainment Spotlight

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