

[Sports & Entertainment Beat](#)

# Cosmic Turns in Sports & Entertainment: Zendaya Launches a Lunar Collab, Shaq Unveils Dunkman and Wireless Pulls the Plug

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Welcome back to the Spotlight! Historic events such as the recent mission around the Moon are notable not just because of their being, well...notable and historic, but also for their capacity to stimulate curiosity and imagination about space travel. Undoubtedly, the seeds for tomorrow's sci-fi films and biopics have been planted through this captivating mission - making my task this week all the more difficult. SO, while I can't promise that I will be able to show you the other side of the Moon or other celestial bodies, I will do my best to make this week's Spotlight downright stellar, if not out of this world. With Apollo-gies, you'd have to be a lunatic not to keep reading, though if you don't gravitate to puns, then maybe this is one you Artemis.

- Emmy Award winning actor Zendaya builds on her partnership with apparel and footwear brand, On - rolling out a co-created collection of athleisure clothing to go with a new sneaker, the Cloudnova Moon. With the brand hiring Spike Jonze to direct the ad launching the collection, they are betting that sales will not crater.
- Shaquille O'Neal unveils a new professional dunking league called "Dunkman" in which competitors will vie for prize money of \$500,000 and a world championship title. Perhaps that can inspire my kids to slam their laundry in their hampers.
- Faced with sponsors defecting over a string of antisemitic comments, actions and behaviors by its announced headliner, Ye, UK music festival Wireless was forced to cancel the festival altogether. Kudos to them for making the "difficult" choice of letting their conscience catch up with them (rather than rebranding as "Sponsorless").

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## Endorsement Deals, Sponsorships & Investments

[Zendaya's On Collection Gets a Surreal Spin From Spike Jonze](#)

April 9, 2026 via AdWeek

[Marc Lasry, David Blitzer and Yao Ming Among Global Investors Joining Joe Tsai to Back AUBL's Series A Funding to Build Asia's College Hoops Future](#)

April 9, 2026 via Business Wire

[Spanish SailGP Team Bought by Israeli Billionaire Idan Ofer's Quantum Pacific Group](#)

April 9, 2026 via Athleticce

[Fanatics Turns Rewards Program Into a Direct Revenue Stream](#)

April 8, 2026 via Sportico

[Khlood Has Khloé, But Community Builds The Brand](#)

April 8, 2026 via Taste Radio

[P&G Bets on WNBA and Women's Sports with New Multibrand Sponsorship](#)

April 8, 2026 via Marketing Dive

[Athletic Brands Jockey for Position in Wake of World Cup Fever](#)

April 7, 2026 via Footwear News

[Katy Perry Fronts Balenciaga's New Sneaker Campaign](#)

April 6, 2026 via CPP Luxury

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## **Sports**

[Third-Party NIL Deals for Athletes Worth Up to \\$2,500 Can Now Avoid Some Scrutiny](#)

April 8, 2026 via MyNorthwest

[Shaquille O'Neal, Warner Launch 'Dunkman' Professional Dunk League](#)

April 6, 2026 via Variety

[Double Dose: Flavor Flav Visits Fenway Park and TD Garden on Same Day](#)

April 5, 2026 via The Independent

[Power 4 College Sports Conferences React to Trump's Latest Executive Order](#)

April 4, 2026 via Fox News

[To Reach the Final Four, Illinois Needed to Think Outside the Box. And Country](#)

April 3, 2026 via NBC News

[What Makes You a Pro? At Final Four, the Question is Bubbling Up Again](#)

April 3, 2026 via MyNorthwest

[Louisiana Legislators Weigh Hiding How Public Money is Spent on College Athletics](#)

April 3, 2026 via New Orleans City Business

[Women's Final Four Teams Reflect on the Transfer Portal's Impact](#)

April 3, 2026 via NBC Sports

[Waiting for FIFA World Cup Prices to Come Down? 'Don't Hold Your Breath'](#)

April 3, 2026 via GPB News

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## **Music Biz**

[AWAL Creator Fund Launches for Music Formats in Partnership with Gen Z Marketing Agency](#)

April 9, 2026 via Music Week

[Apollonia 'Very Pleased' After Trademark War Settlement With Prince Estate](#)

April 9, 2026 via Rolling Stone Magazine

[Universal Music Receives Takeover Bid From Bill Ackman's Pershing Square](#)

April 7, 2026 via Deadline

[Sponsors Pull Out of Festival Headlined by Ye on the Heels of Sold-Out SoFi Stadium Shows](#)

April 6, 2026 via Los Angeles Times

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## **Film & TV**

['Rooster' Renewed for Season 2 at HBO](#)

April 9, 2026 via Variety

[New NFL Rights Deals Could Approach \\$16 Billion Annually](#)

April 3, 2026 via Awful Announcing

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