

[Sports & Entertainment Beat](#)

Deals, Déjà Vu and a Dash of Good Fortune: A Week That Had It All

08.08.25 01.07.26

Welcome back to the Spotlight! In many cultures, the number eight is considered lucky-one that is associated with wealth, prosperity and good fortune. So, it's only appropriate then that on the eighth day of the eighth month, you've joined me (vintage '88) here to receive a wealth of knowledge, prosperity (if dad jokes had any value) and the good fortune of the best sports and entertainment industry newsletter this side of the Mississippi. Before you go rushing out the door to pick up your lottery ticket, allow me to prove my mettle:

- On the heels of great news of beating bladder cancer, University of Colorado football coach Deion Sanders announces an endorsement deal with incontinence underwear brand, Depend. The partnership promises to destigmatize the product while having the added benefit of cutting down on restroom lines at football stadiums everywhere.
- Actor Zendaya and athletic footwear brand On unveil a co-designed shoe. The cushioned design of the shoe is likely to bring your feet Zen, daya-in and daya-out.
- Legal déjà vu: Sony Music takes Napster to court alleging copyright infringement. In other news, a cat chased a mouse.
- The NFL and ESPN agree to a tie up that makes the football league a 10% owner of the sports network in exchange for NFL Media Properties (including the popular NFL RedZone channel) and media rights to additional football games. For my part, I will be contributing a Josh-shaped imprint on my couch.

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

Endorsement Deals, Sponsorships & Investments

[Zendaya and On Unveil Co-Designed Cloudzone Moon Sneaker](#)

August 7, 2025 via Web Prone News

[NIL Collectives Will Stay, but a Big Question Looms: What Is NIL?](#)

August 7, 2025 via Sportico

[Diana Taurasi Calls for Caitlin Clark to Become Next WNBA Player to Get Signature Shoe](#)

August 7, 2025 via Yahoo Sports

[Notre Dame Running Back Jeremiah Love Signs NIL Deal with New Balance](#)

August 6, 2025 via Yahoo Sports

[ESPN, NFL Deal Makes Football League Part Owner of Disney Sports Giant](#)

August 6, 2025 via Variety

[Bob Iger Won't Split the Baby in Two After the ESPN-NFL Deal Closes](#)

August 4, 2025 via Sportico – Business

[Stephen Curry Says He Doesn't Know His Net Worth-Why That Might be a Good Thing, Financial Pros Say](#)

August 3, 2025 via CNBC

[USGA Already Expecting Lower Media Rights in Next TV Deal](#)

August 3, 2025 via Awful Announcing

[Want To Invest In IndyCar Racing? There's A Stock For That](#)

August 1, 2025 via Benzinga

[NFL is Expected to Take an Ownership Stake in ESPN](#)

August 1, 2025 via Los Angeles Times

[Deion Sanders Partners with Underwear Company After Having Bladder Removed](#)

August 1, 2025 via LancasterOnline

Sports

[Ex-Miami Heat Security Guard Sold Stolen LeBron Jersey, Feds Say](#)

August 6, 2025 via Sportico

[Women's Flag Football Coming to Division I School in California](#)

August 4, 2025 via SB Nation

[WNBA Players Call Out Officiating, but League Officials Trust Their Process](#)

August 4, 2025 via LancasterOnline

[Jay Paterno Joins Advisory Board of WNFC Expansion Team 'Golden State Storm'](#)

August 4, 2025 via 24-7 Press Release

[Rutgers Bets \\$1.35 Million on Athletics While Students and Faculty Pay the Price](#)

August 4, 2025 via NJ Today

Music Biz

[Rod Stewart's AI Tribute to Ozzy Osbourne Raises Legal Eyebrows](#)

August 6, 2025 via The Times UK

[Sony Music Sues Napster Over \\$9.2M in Alleged Unpaid Royalties, up to \\$37.5M in Copyright Claims](#)

August 5, 2025 via Music Business Worldwide

[The Key Changes Rocking the Music Industry in 2025](#)

August 1, 2025 via Variety

Film & TV

[Eddie Murphy, 'Happy Gilmore 2' Helmer Kyle Newacheck Team On Imagine Comedy 'Playas Ball'](#)

August 7, 2025 via Deadline

[Paramount Regime's First Deal: Dana Goldberg & Josh Greenstein Land Hot James Mangold & Timothée Chalamet Chernin Package 'High Side'](#)

August 7, 2025 via Deadline

[Universal Pictures to Big Tech: We'll Sue If You Steal Our Movies For AI](#)

August 6, 2025 via The Hollywood Reporter

[Apple Sues Apple Cinemas for Trademark Infringement](#)

August 2, 2025 via Web Prone News

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