

Deals in Motion: From F1's LVMH Partnership to Celebrity Investments in Apparel Brands

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Welcome back to the Spotlight! Shana Tova to those who celebrate Rosh Hashanah (the Jewish New Year) was not going to write this week because, well, I am one of those who celebrates. On Rosh Hashanah, it is traditional to enjoy sweet foods such as apples and honey as symbolism for a sweet year that lies ahead. So, in a world in which there is so much acrid vinegar, I aim to bring you at least a few drops of sweet honey-you know, as long as cringe-inducing humor is your thing...

- Loti, a Seattle-based startup that aims to protect celebrities from so-called "deepfakes" and fake endorsements closed its seed financing round, with an impressive list of backers including Abraham Lincoln, Christopher Columbus and Joan of Arc.
- Formula One racing and luxury brand conglomerate LVMH enter into a huge 10 year partnership worth...well, if you have to ask, you probably can't afford it. (OK, fine it's \$1 billion).
- Paying homage takes on a new meaning, as Kevin Durant, Jason Kelce and Rob McElhenney invest in Nostalgia-inspired sports apparel brand Homage, joining the likes of Ryan Reynolds.
- YouTube users hoping to listen to songs by Adele and others found themselves sitting in silence this week as a continued dispute between performing rights organization SESAC and YouTube's parent Alphabet led to the music being taken down from the site. Said one disheartened Adele fan, "I must've clicked a thousand times."

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

F1 secures landmark 10-year LVMH sponsorship

October 3, 2024 via Sport Business

Dolphins Consider Private Equity Splash With Ares, Joe Tsai

October 2, 2024 via Sportico

Aston Martin hires 'comeback king' celebrity brand ambassador

October 2, 2024 via Newsweek

Steph Curry, Chinese Stimulus Revive Under Armour, Amer as Stocks Gain

October 1, 2024 via Sportico

Kelce, Durant, McElhenney Invest in Homage Apparel Brand

October 1, 2024 via Sportico

New brands jump at endorsement deals with influencers, celebrities: study

September 30, 2024 via Marketing Dive

MLB, Nike Pull Plug on Controversial New-Age Uniforms

September 30, 2024 via Sportico

Global Citizen CEO taps into Generation Z's sense of urgency

September 29, 2024 via ABC News

Sports

Athletes Are on Hollywood Stars' NIL Path for Future Pay

October 3, 2024 via Sportico

Powered by candy, music and big plays, Colorado 2-way star Travis Hunter in mix of Heisman race

October 2, 2024 via LancasterOnline

Kansas City Superstars Bobby Witt Jr. And Patrick Mahomes Share Special Bond

October 1, 2024 via Forbes

Never has Texas State been more valuable. Or Toledo. Or UTEP. Or North Dakota State ...

September 30, 2024 via CBS Sports

Randy Orton Tattoos in WWE 2K Raise Copyright Concerns

September 28, 2024 via Sportico

[\\$100,000 transfer fee unpaid, UNLV recruit to sit out season](#)

September 26, 2024 via Business Mirror

Music Biz

[Report: Sony Music acquires Pink Floyd catalogue](#)

October 3, 2024 via Music Week

[The 'Taylor Swift' Guitar Smashed by Man After Paying \\$4,000 for It Was Not Autographed by Singer](#)

October 1, 2024 via Variety

[YouTube Blocks US Access To Adele, Bob Dylan Songs Amid Rights Dispute: Google's Video Platform Responds To Angry User Deprived Of Tunes](#)

September 30, 2024 via Benzinga.com

[Iconoclast acquires publishing rights to hip-hop star Eve's catalogue](#)

September 27, 2024 via Music Week

[Eric Nam and 310babii Say AI Could Redefine Artist-Brand Collabs](#)

September 26, 2024 via AdWeek

Film & TV

[AEW and Warner Bros. Discovery announce new media rights deal; shows to simulcast on Max](#)

October 2, 2024 via Awful Announcing

[Warner Bros. get legally sued over Harry Potter](#)

September 30, 2024 via MENAFN

[DirecTV, Dish Network Deal Arrives Too Late in the Game](#)

September 30, 2024 via Sportico

[Producer Jonathan Saba Acquires Film Rights to NBA Betting Exposé 'Gaming The Game' \(EXCLUSIVE\)](#)

September 26, 2024 via Variety

[Why the NFL has TV executives freaking out over 2029](#)

September 26, 2024 via NBC News

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