

# Eclipsing Expectations: Yankees Shine and Sports World Stirs Under the Solar Shadow

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If you're joining me as a reader this week, kudos to you for having used proper eye protection for the solar eclipse. This week, between the college basketball season coming to an end, and the NBA and NHL's regular season winding down, I wanted to focus in on the young baseball season-namely, my beloved New York Yankees. It's early, but something about this year's team is special and exciting. Newcomers (Juan Soto, Alex Verdugo and Marcus Stroman) have stepped seamlessly into the lineup alongside other big names like Aaron Judge and Giancarlo Stanton and have already contributed remarkably not only on the field but to the team's culture.

Meanwhile, young prospects Oswaldo Cabrera and to a greater extent, Anthony Volpe have become rising stars. The team chemistry and energy is palpable and has already propelled these "DAWGS" to a handful of come-from-behind victories en route to the best record in the MLB. The established talent and star power (and yes, substantial payroll) of the Yankees roster-as in years past-has never been in doubt. Yet, the Yankees have consistently underperformed for a decade. The lesson? You can have all the talent in the world on your team (an agent, a business manager, a lawyer), but without quality people around you to support and motivate you as a family would (in good times and bad), you're unlikely to reach the heights you aim to achieve. Through the first few weeks of the season, the Yankees appear to have something.

- eBay purchases major sports memorabilia auction house Goldin Auctions from Collectors Holdings. Not only was the transaction motivated by an apparent desire to compete with Fanatics, but also free shipping and a 99.8% Feedback Score.
- This week Los Angeles Dodgers superstar Shohei Ohtani's former interpreter Ippei Mizuhara was charged by U.S. Attorney's Office for bank fraud, allegedly stealing \$16 million from Ohtani for illegal gambling (talk about surrounding yourself with the right people!). In uncovered text messages to his bookie, Mizuhara damningly says "technically I did steal from [Ohtani]. It's all over for me." To my chagrin, there was no text reading "Ohtani boyyy, the Feds, the Feds are calling."

- Step aside pickleball, the sport professional curling (essentially an icy version of shuffleboard with large kettle-sized stones and brooms) may be taking a move into the mainstream with a strategic acquisition by an investor group with lofty ambitions for the sports. But with the amount of ice dwindling on the planet, it might be a better investment to put the big bucks behind sports that can be played on barren wastelands.

## **Endorsement Deals, Sponsorships & Investments**

### **Public firm, ahead of Masters, inks sponsorship deal with pro golfer**

April 10, 2024 via Biz Journal

### **Goldin Auctions Acquired by eBay From Collectors Holdings**

April 10, 2024 via Sportico

### **Bacardi Inks Its Biggest Celeb Deal With Camila Cabello As the Global Face of the Brand**

April 9, 2024 via AdWeek

### **Rothmans' Giddon, Jeremy Argyle's Guttman Create Dilly Life Pickleball Brand**

April 8, 2024 via Women's Wear Daily

### **Cognizant eyes Indian sports leagues after debut sponsorship in US Major League Cricket**

April 8, 2024 via Moneycontrol

### **Direct NIL Payments Could Be Final Nail in Amateurism's Coffin**

April 8, 2024 via Sportico

## **Sports**

### **Shohei Ohtani Could Be Cleared by a Mizuhara Guilty Plea**

April 11, 2024 via Sportico

### **Wild 'It's All Over for Me' Text From Shohei Ohtani's Interpreter to Bookie Revealed in Criminal Complaint**

April 11, 2024 via Sports Illustrated

### **Disputed T-Wolves Sale May Force NBA Rule Change, Silver Says**

April 10, 2024 via Sportico

### **Preparations underway to ensure region is World Cup-ready**

April 8, 2024 via *New Jersey Biz Daily*

[Caitlin Clark and Angel Reese are headed to the WNBA. Are they also destined for a pay cut?](#)

April 6, 2024 via *WPBF*

## Music Biz

[Culture, Media & Sport Committee calls for streaming reform with 'optimal rate' for...](#)

April 11, 2024 via *Music Week*

[Taylor Swift's Music Is Back on TikTok-Right Before Her New Album Drops](#)

April 11, 2024 via *Wired*

[The U.S. might ban TikTok. Record labels are cutting ties. What's music's Plan B?](#)

April 10, 2024 via *Los Angeles Times*

## Film & TV

[Despite growing ratings, women's hoops TV money far behind men](#)

April 10, 2024 via *Sports Business Journal*

[The Curling Group Acquires Grand Slam of Curling from Sportsnet](#)

April 9, 2024 via *SGB Online*

[Women's Basketball Finally Has a TV Deal to Match the Excitement. Now What?](#)

April 6, 2024 via *Front Office Sports*

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