

Endorsement Ink, Entertainment Reboots & Postseason Heartbreaks

05.23.25 01.07.26

Welcome back to the Spotlight! In the past 7 months, I have borne witness to monumental postseason collapses by two of my favorite professional sports teams: my beloved hometown New York Yankees and New York Knicks. Last October, in epic fashion, the former blew a five-run lead in the top of the fifth inning in Game 5 of the 2024 World Series against the Los Angeles Dodgers, en route to the Yankees' eventual demise. And this past Wednesday night, the Knicks lost Game One of the NBA Eastern Conference Finals against the Indiana Pacers, despite having held a 14-point lead with about 2:30 left in the fourth quarter. There are a litany of other heartbreaks over the years. Begging the question of why I (and others) keep coming back for more? For one thing, it's the drama of the game – each has a story to tell. Sometimes, that story is a reminder that those who rake in the big bucks through endorsements and salaries, often appearing larger than life, are still human. Or maybe I just like to be miserable. After all, it's the losses – torturous as they can be – that teach the greatest lessons and make the wins that much sweeter.

- Following fellow recording artist Post Malone's limited edition run of signature Oreo cookies, Selena Gomez has partnered with the brand to roll out her own spin on the iconic sandwich cookies. Perhaps the cookies will become collector's items. Though if the artists really wanted to stand the test of time, they'd launch their own Twinkies.
- Jason Momoa and WWE wrestler Roman Reigns are among those signed on for a *Street Fighter* movie, rebooting a film based on the video game of the same name. Meanwhile, I am still waiting on a call from my agent on my *Pong* screenplay.
- Hip hop duo Salt-N-Pepa are suing Universal Music Group in an effort to reclaim the rights to their catalog recordings including their late 80s and early 90s hits "Push It" and "Shoop." Fortunately for the duo, their legal team is said to be seasoned.

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

Steve Madden Sues Adidas to Protect Its Own Use of Stripes

May 22, 2025 via *Front Office Sports*

ESPN Bet Faces Make-or-Break Year for \$2 Billion Disney-Penn Deal

May 21, 2025 via *Sportico – Business*

[A'ja Wilson Adds a Signature Sneaker to Her Resume - And Her Legacy](#)

May 21, 2025 via Boardroom

[Selena Gomez, Oreo Team Up on a New Flavor: When You Can Get It](#)

May 20, 2025 via USA Today

["NIL Go": Deloitte Establishes Basic Framework to Review Third-Party NIL Deals](#)

May 20, 2025 via Lexblog Network

[Quinn Ewers Scores Historic Payday for 7th-Round Pick](#)

May 18, 2025 via Larry Brown Sports

[The Best Things Stars Have Influenced Us to Buy, From Taylor Swift's Lipstick to Rip-Resistant Tights](#)

May 16, 2025 via New York Post - News

Sports

[Pacers-Knicks Game 1 Drew 6.6M Viewers, a 7-Year High](#)

May 22, 2025 via Front Office Sports

[2025 Sports Emmys Winners List: Lady Gaga, Charles Barkley, Peyton Manning & More](#)

May 21, 2025 via Deadline - Hollywood Breaking News

[Caitlin Clark, Angel Reese Break 25-Year WNBA TV Ratings Record](#)

May 20, 2025 via Sportico - Business

[Brooks Koepka Beer-Gate Goes Viral Amid PGA Championship Dismissal](#)

May 18, 2025 via Fort Worth Star-Telegram - All Content

['Best Time Ever to be a New Yorker': Spike Lee, Fat Joe and Others Reflect on an Iconic Knicks Run](#)

May 18, 2025 via NBC News

Music Biz

[Signed: Warner Music Latina Inks Trio of Rising Stars; Of Mice & Men Strike Label Deal for New Music](#)

May 20, 2025 via Billboard

[Salt-N-Pepa Sue Record Label to Reclaim Rights to Their Recordings Including 'Push It'](#)

May 20, 2025 via Jackson Hole News & Guide - Jackson Hole Daily

[Sound Royalties is Now Offering Financing to YouTube Creators](#)

May 20, 2025 via MusicAlly

[How Much is the Song of the Summer Worth?](#)

May 20, 2025 via Boardroom

Film & TV

[Sony Pictures Acquires Remake Rights To French Box Office Hit 'A Little Something Extra' - Cannes](#)

May 21, 2025 via Deadline – Hollywood Breaking News

[Andrew Koji, Jason Momoa, Noah Centineo & Roman Reigns In Talks For Legendary's 'Street Fighter'](#)

May 21, 2025 via Deadline – Hollywood Breaking News

[Samuel Goldwyn Films Acquires Action Thriller 'Tin Soldier' Starring Scott Eastwood, Jamie Foxx & Robert De Niro](#)

May 20, 2025 via Deadline – Hollywood Breaking News

[Viral Basketball Star Nkwain Kennedy Subject Of Doc From Joel Embiid's Miniature Geant, Bark Bark & Deon Taylor's Hidden Empire Film Group](#)

May 20, 2025 via Deadline – Hollywood Breaking News

Emerging Sports

[Can Gaming Go Glam?](#)

May 20, 2025 via The Business of Fashion

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