

Fresh Picks and Plenty of Pop

10.16.26

Welcome back to the Spotlight! With autumn in full swing, the time-honored tradition of going apple picking is in full swing. And why wouldn't it be? What could be better than donning your plaids and paying above-market prices for the privilege to trudge through terrain that is 3 parts mud, 2 parts apple sauce and 1 part yellow jackets and pick your own fruit off the trees? Mind you, this is what some people get paid to do. Still, there is something much more alluring about the experience than simply going to the grocery store to grab a bag of already-picked apples. Indeed, on a recent trip to the apple orchard, that got me thinking-maybe the Spotlight is the apple orchard of Sports & Entertainment industry newsletters/columns/blogs/whatever you want to call this. After all, Foster Garvey's roots are in Washington state, the #1 apple-producing state in the country, and the Spotlight comes courtesy of a New Yorker sitting in the #2 apple-producing state in the country. Sure, you could go to a mass market website to get your fill of your ordinary, run-of-the-mill industry insights and developments, but you'd be missing out on the experience and charm of coming here to find content that, like a great apple, is fresh, crisp and yes, even sweet. To be fair, on occasion some of my writing can admittedly bland, rotten and/or mealy-mouthed (this may or may not be one of those times). The good news is that-unlike the orchard and many publications-the Spotlight is 100% free (and at times, I have even considered paying some of you to come here), so go ahead and grab as many bushels as you can.

If you like apples, that is.

...Do you like apples?

Well, how about these apples?:

- Married celebrities Justin Timberlake and Jessica Biel team up as founders of a new product called "Proda" that marries sweetened and flavored carbonated water with whey protein. While some may say the product is a soda, others might say, "this must be...pop."
- Speaking of "pop," Hulu and ESPN set a documentary on the "King of Pop's" (Michael Jackson's) 1993 Super Bowl Halftime Show that remains the gold standard for the cultural phenomenon occurring every January/February. In my mind, so far nobody's yet to beat it.
- The David Beckham-backed health and longevity brand IM8 inks a deal with the NBA, becoming the league's official nutrition partner in Australia and Southeast Asia. Despite the regional scope of the deal and targeting an adult demographic, the brand is evidently well-known by children in the US. Just the other day, someone asked my eight-year-old son, "how old are you?" and he replied, "IM8."

Endorsement Deals, Sponsorships and Investments

[Travis Kelce Joined an Activist Group Pushing Six Flags to Consider a Sale. The 'Final Destination'-Style Death of a Patron Poured Gas on the Fire](#)

October 14, 2026 via Yahoo! News

[Brands Are Betting On Rookies Before They've Proven Anything. Titans Receiver Carnell Tate Explains Why That Works Both Ways](#)

October 14, 2026 via Forbes

[Kalshi's New Anti-Harassment Measures Could Include Fines](#)

October 14, 2026 via Sportico

[Miura and Steph Curry Are Partnering for Ultra-Limited Iron Set](#)

October 14, 2026 via GOLF

[Justin Timberlake and Jessica Biel Jump in on Protein Craze in First Joint Business Venture](#)

October 13, 2026 via The Hollywood Reporter

[Louis Vuitton Debuts New Real Madrid Formalwear and Travel Outfits](#)

October 13, 2026 via Yahoo! News

[Blackpink's Rosé Helps Puma Launch Its New Speedcat Croc Sneakers](#)

October 13, 2026 via Footwear News

[Just Women's Sports Acquires Victra Sports, Launches Mobile App And New Sports-Specific Channels](#)

October 13, 2026 via PR Newswire

[Colorado Avalanche Makes KeyBank Official Bank](#)

October 12, 2026 via ATM Marketplace News

[IM8, Co-Founded by David Beckham, Lands NBA Partnership as Health Brand Continues Fast Growth](#)

October 12, 2026 via Fox Business

[PrizePicks Signs NBA Star Anthony Edwards to Multi-Year Brand Ambassador Deal](#)

October 11, 2026 via Casino.org

[Under Armour Extends Partnership with Northwestern University Through 2037](#)

October 10, 2026 via SGB Online

[Picklr Files for Chapter 11, Announces \\$4.5M Investment Commitment to Restructure](#)

October 10, 2026 via IAPPF

[You're Seeing That Ad Because Your Team Is Losing](#)

October 9, 2026 via Sportico

[Former The Team Consultant Launches Endo to Streamline Sports Agency Operations](#)

October 9, 2026 via Sports Business Journal

Sports

[Troy Aikman Eyeing 'Next Landing Spot,' Doesn't Deny Rift With Joe Buck](#)

October 15, 2026 via Front Office Sports

[New LA Stage for Women's Flag Football Stars](#)

October 13, 2026 via IFAF

[Will the NFL's Prediction Market Push Influence Supreme Court?](#)

October 12, 2026 via Sportico

[College Sports Act Isn't Perfect, but Moves the Ball Forward](#)

October 11, 2026 via Las Vegas Sun

Music Biz

[Chance the Rapper Wins Second Trial Against Ex-Manager Pat Corcoran, Who Must Hand Over Merch Vendor Payments - And Up to \\$1.5M in Fees, According to Chance's Team](#)

October 15, 2026 via Music Business Worldwide

[Donald Trump Signs American Music Tourism Act Into Law, Tasking Commerce Department With Promoting Travel to US Music Sites and Events](#)

October 15, 2026 via Music Business Worldwide

[YouTube Music Adds Labels to Identify AI-Generated Songs](#)

October 14, 2026 via WebProNews

[Turmoil Within Dolly Parton's Estate Underscores the Precariousness of Family Businesses After Founders Die](#)

October 12, 2026 via The Conversation UK

[Interscope Claims Summer Walker Will Owe \\$50 Million if She Walks Away From Record Deal](#)

October 10, 2026 via Rolling Stone Magazine

Film & TV

[Top Agencies Lead New Coalition To Push For U.S. Indie Production](#)

October 15, 2026 via Deadline

['SNL' Sets Druski as First Online Content Creator to Host](#)

October 13, 2026 via Variety

[Black Bear Acquires Love Triangle Comedy Spec From Writing Duo Cassidy Alla and Read Masino](#)

October 13, 2026 via Variety

['Michael Jackson at the Super Bowl' Documentary Coming to Hulu and ESPN](#)

October 13, 2026 via Variety

[Sam Levinson Inks Overall TV Deal With Amazon MGM Studios](#)

October 13, 2026 via The Hollywood Reporter

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