

From Grammys Glory to Super Bowl Spectacle: This Week in Sports & Entertainment

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Welcome back to the Spotlight! If you missed the GRAMMY Awards last week-as nearly 10% fewer did TV-ratings-wise, as compared to the last year's show-allow me to start off with a little primer. Females largely owned the night, with Beyoncé winning both Best Country Album and Album of the Year, Chappell Roan winning Best New Artist, Doechii winning Best Rap Album and Sabrina Carpenter winning Best Pop Vocal Album. That's to say nothing of Bianca Censori's very un-censor-y award for least dressed. Meanwhile, Taylor Swift, nominated for six awards, walked away without any trophies, though she may cross paths with the Lombardi Trophy and at least one ring this Sunday at Super Bowl LIX. Speaking of which, bucking the female trend, Super Bowl halftime performer Kendrick Lamar kicked off a memorable week for himself, bringing home five GRAMMYS, including for Record of the Year and Song of the Year for his diss track of fellow rapper Drake, "Not Like Us." As sure as I favor drums and blue cheese over flats and ranch, that song is likely to be performed in the halftime spotlights.

- Curiously, the price of Super Bowl tickets has actually been trending downward this year. Clearly, no eggs are being served in the stadium.
- NBA Executive and Hall of Famer Pat Riley is poised to make some money off of a Kansas City Chiefs victory on Sunday, having agreed to license the use of his trademark 'THREEPEAT' for use on merchandise celebrating a prospective third straight Super Bowl title. There go my plans to license "Number Threesy in the Big Easy."
- The Los Angeles Rams are scheduled to play the NFL's first game in Melbourne, Australia - which is great news for bringing in an even larger global audience and for those curious to see a football spiral the opposite way.

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

[Heat's Pat Riley, Chiefs Discuss Possible 'Three-peat' License](#)

February 5, 2025 via Sportico – Law

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MLS Anniversary Ad Campaign to Feature Rising Rap Star Doechii

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Sports

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The Latest in Women's Sports Construction Arms Race: A \$75 Million Joint WNBA-NWSL Facility

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“Nothing Is Obvious the First Time”: How This Serial Entrepreneur Is Redefining Sports Media with On3

February 5, 2025 via Entrepreneur Magazine

Rams will play regular-season game in Melbourne in 2026

February 5, 2025 via Vegas Inc

Major League Pickleball franchise relocates to Nashville for ‘fresh start’

February 5, 2025 via Biz Journal

Luka Dončić Takes Large Financial Hit With Trade to Lakers

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LSU gymnast Olivia Dunne among athletes to file complaints against House settlement

February 1, 2025 via Advocate

Joey Chestnut chows down 15 bagels to win \$5K in Las Vegas

February 1, 2025 via Las Vegas Review Journal

Music Biz

[NMPA launches takedown initiative over unlicensed use of music in podcasts on Spotify](#)

February 5, 2025 via Music Week

[TikTok's parent company quietly launched a music licensing platform called EasyOde](#)

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[FireAid concerts drew 50m viewers, raised \\$100m for wildfire relief efforts](#)

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[Grammys Draw 15.4 Million Viewers on CBS, Down 9% From Last Year](#)

February 4, 2025 via Variety

[Beyoncé's 'Cowboy Carter' Sees 795% Spotify Surge Following Grammy Wins](#)

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[Beyoncé Finally Wins Album of the Year, as 'Cowboy Carter' Takes Grammys' Top Prize](#)

February 3, 2025 via Variety

[Exceleration Music Acquires Mack Avenue, Aims to 'Build the Ultimate Independent Label Home for Today's Greatest Jazz Artists'](#)

January 31, 2025 via Digital Music News

Film & TV

[Fubo's Hulu Coup Leads Sports Stocks' 9% Surge to Start Year](#)

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