Foster Garvey

Sports & Entertainment Beat

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

02.07.25

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 spotlighta.

- 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

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February 5, 2025 via Sportico – Law

Why Celebrities and the Super Bowl Aren't Likely to Part Ways
February 4, 2025 via AdWeek

How This Boutique Sports Agency Is Beating Billion-Dollar Giants at Their Own Game
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Whalar Group Is Expanding Into Sports to Help Athletes Brand Themselves
February 3, 2025 via AdWeek

MLS Anniversary Ad Campaign to Feature Rising Rap Star Doechii
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USA Flag Sets Guinness World Record for Largest Flag Football Tournament
February 6, 2025 via Kingston Whig-Standard

The Latest in Women's Sports Construction Arms Race: A $75 Million Joint WNBA-NWSL Facility
February 5, 2025 via Front Office Sports

"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
February 2, 2025 via Sportico

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

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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
February 5, 2025 via Music Business Worldwide

FireAid concerts drew 50m viewers, raised $100m for wildfire relief efforts
February 5, 2025 via Music Business Worldwide

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
February 3, 2025 via Variety

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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