Foster Garvey

Sports & Entertainment Beat

From Paris Gold to LA Glitz - The Olympic Journey, NIL Docuseries, and More

08.16.24

Welcome back to the Spotlight! As we wave *au revoir* to the rousing success that was the Paris Olympic Games, in which the United States racked up the most gold medals and highest overall medal total, and NBCUniversal saw its Olympic audience swell to the largest it has been since 1994, the Olympic torch has begun its four year journey stateside to Los Angeles. There, LA28 is set up beautifully to surpass the watermark set by the City of Lights - that is, if people can make it off the 405. What's on tap for the City of Angels is sure to be even more advertising spend and sponsorship dollars than what we saw in Paris, for one thing. For another thing, California native Snoop Dogg-who became a staple of the past Olympic Games-will undoubtedly reprise his supporting role, with Hollywood cameos to boot. As for the events themselves, although breakdancing will not be returning to the Games (much to internet trolls' dismay), flag football will make its debut-possibly with NFL players taking the field, while those craving a full contact sport may find themselves drawn closer fo rugby-particularly with the Rugby World Cup coming to America in 2031. But let's not get too far ahead of ourselves. If recent history is any guide, there's a whole lot of stuff that can go wrong along the way! On that dark note, here's a Spotlight to lift you back up...

- Not content with bringing home a gold medal from Paris, NBA All-Star Kevin Durant is bringing an equity investment in French Football Ligue 1 Champions Paris Saint Germain. It's been a while since I've flown to Europe but it sounds like they've really spruced up their duty free offerings.

- Prime Video is debuting "The Money Game," a docuseries following Louisiana State University most prominent NIL athletes including gymnast Livvy Dunne, basketball players Angel Reese and Flau'jae Johnson and Quarterback Jayden Daniels through their 2023 seasons on and off campus. A documentary about getting paid in college while getting paid to be followed said is notable, particularly considering how many people would pay NOT to have footage of their time at college released.

- Semiconductor company Qualcomm is extending its sponsorship of the English Premier League's Manchester United Football Club through 2029. With that type of 'chip' reaching ubiquity in England, perhaps they'll start referring to deep fried potatoes as "fries."

- Tennessee Titans Quarterback Will Levis, who (in)famously puts mayonnaise in his coffee, unveils a playful, albeit nausea-inducing collaboration with Hellmann's Mayonnaise for a mayo-scented cologne. For his safety, Levis is advised not to wear the fragrance during games, because if ever there were a time to smell like mayo, it definitely wouldn't be while being chased down by a 300 pound defensive lineman.

© 2026 Foster Garvey PC. All Rights Reserved.

Foster Garvey

Endorsement Deals, Sponsorships & Investments

Range Media Partners Secures Growth Capital from Verance Capital to Fuel Expansion in Sports
August 15, 2024 via Business Wire

Shock Top and Gator Athletics Partner to Introduce First-Ever Craft Beer Sponsorship of the Florida Athletic Department
August 14, 2024 via GlobeNewswire

Explaining Kevin Durant's Stake in a World Famous Soccer Club
August 14, 2024 via New York Times

NFL Star Cam Jordan Says Little Caesars Investment 'Aligns With Who I Am'
August 14, 2024 via Franchise Times

Will Levis Helps Hellmann's Launch First Mayo-Inspired Fragrance
August 13, 2024 via AdWeek

Money & the Law: Dispute over auto service contracts settled
August 11, 2024 via Colorado Springs Gazette Business News

Logan Paul's Prime hit with $68M suit for flaking on a manufacturing deal
August 10, 2024 via New York Post

Man United to Feature Microsoft in Unique Back-of-Jersey Sponsorship
August 9, 2024 via Sportico

Sports

Minnesota Lynx's four Olympians return to Target Center with three medals, new perspective
August 15, 2024 via Alaska Dispatch

USA's Masai Russell Praised by Triple H for Olympic Gold Medal; Part of WWE NIL Class
August 10, 2024 via Bleacher Report

Music Biz

Sphere Doubles Revenue in Q4, Stock Rises

© 2026 Foster Garvey PC. All Rights Reserved.

August 14, 2024 via Sportico

Family of Isaac Hayes threaten Donald Trump with lawsuit over use of song in rallies
August 12, 2024 via The Guardian

Celine Dion's management says singer never endorsed Trump campaign's use of song
August 10, 2024 via Winnipeg Free Press

Film & TV

New Prime Video documentary series about LSU athletes and name, image, likeness deals
August 15, 2024 via brproud

Charles Barkley: Returning to TNT cost me 'a minimum $100 million'
August 14, 2024 via New York Post

NBC Sent 27 Creators to Paris. It Only Needed Snoop and Olympic Athletes
August 12, 2024 via Wired

Harrison Ford, Angela Bassett, Miley Cyrus and more will be honored as Disney Legends
August 11, 2024 via Associated Press

Netflix to Enlist CBS Sports to Produce Christmas NFL Games
August 9, 2024 via Sportico

Posted in Uncategorized

Authored by

Joshua A. Bloomgarden

Principal|New York

212.965.4529 josh.bloomgarden@foster.com

© 2026 Foster Garvey PC. All Rights Reserved.