Foster Garvey

Sports & Entertainment Beat

From Yacht Water to James Bond: A Deep Dive into This Week's Business Moves

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Welcome to the Spotlight! Whether you're a returning visitor or the planets have aligned in the sky to bring you here for the very first time, it's clear that the Universe is telling you you're doing something right and maybe it's time to subscribe and/or tell your friends, family, clients and colleagues to do the same. Indeed, those looking skyward towards the stars tonight will be able to see each of the other seven planets (many of which by the naked eye) in our Solar System-an event not supposed to happen again until Saturday Night Live approaches eligibility for Social Security (*I wonder how well this statement will age...*). Of course, a few weeks ago, was opportunity to see the stellar, star-studded 50th Anniversary Concert and Special r for Saturday Night Live, which garnered record ratings of 15 million viewers - a testament to the show's music and comedy that has permeated pop culture since its debut. Not to be outdone, this weekend you'll also have a chance to catch a glimpse of your favorite stars in tuxedos, evening gowns and anything in between at the 97th Academy Awards (your eye might not be the only thing naked if the Grammys fashion were any indication). For now, let's get into this week's Spotlight:

- As Amazon MGM Studios acquired full creative control over the James Bond franchise for a cool $1 billion, Executive Chairman Jeff Bezos solicited public feedback over who should be cast as the next 007. That should be a much more difficult task than finding a Bond villain particularly one of the bald, megayacht-owning, billionaire archetype.

- Speaking of yachts, rapper Lil Yachty wades into the alcohol business with a spiked sparkling beverage brand called "Yacht Water"-a name I have a hard time not saying in an obnoxious Long Island ("Longuyland") accent.

- Not content to have his own line of suits, NFL Hall of Famer Michael Strahan (LET'S GO G-MEN) seeks horizontal integration opening his own tailoring business. A notable choice for someone used to putting people in sacks.

- A proposal by newly sworn-in Secretary of Health and Human Services Robert F. Kennedy, Jr. would put television advertisements for pharmaceutical companies - a cash cow for professional sports - on the chopping block. Potential side effects could include fewer celebrity endorsements, increased beer advertisements, dry mouth, fatigue and decreased hypochondriasis.

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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

Lil Yachty Splashes Into Alcohol Industry With Yacht Water, a Sparkling Tequila Soda Brand
February 28, 2025 via Bottle Raiders

Blue Origin Announces Crew For New Shepard's 31st Mission
February 27, 2025 via Blue Origin

Michael Strahan to Start His Own Custom Men's Tailoring Operation
February 26, 2025 via The Business of Fashion

Raiders Hire Vegas NBA Arena Developer Oak View
February 24, 2025 via Sportico

Sports

Florida Bill Sets 5% Cap on College Athlete Agent NIL Fees
February 27, 2025 via Sportico

These sports startups raised millions in VC funding last year in areas from new leagues to women's sports
February 26, 2025 via Business Insider- Politics

Wojnarowski auctions iPhones used for 'Woj bombs' to raise NIL money at St. Bonaventure
February 24, 2025 via Associated Press

Music Biz

$500m-valued Suno has admitted training AI on copyrighted music. That hasn't stopped Amazon from adding its controversial tech to Alexa
February 27, 2025 via Music Business Worldwide

Kobalt launches music publishing platform Kosign
February 26, 2025 via Music Week

The Cranberries say record label stiffed them out of $5 million in royalties
February 25, 2025 via The Independent

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BLACKPINK's Rose leaves Korea Music Copyright Association – The Korea Times
February 21, 2025 via Korea Times

Film & TV

TruGreen becomes sponsor of Netflix series 'Full Swing'
February 27, 2025 via Biz Journal

Dwayne Johnson's Seven Bucks Productions Inks First-Look Deal With 20th Television
February 24, 2025 via Deadline

Amazon MGM Studios strikes deal for 007, takes over creative control of James Bond film franchise
February 22, 2025 via GeekWire

SNL50: 14.8 Million Viewers; NBC's Largest Entertainment Telecast In 5 Years
February 18, 2025 via Forbes

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