

Haunted Hues of Halloween: Spotlighting Sports, Scares, and Soundtracks

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We're just a few days away from Halloween, but I don't feel the same excitement about the holiday as I once did. Maybe it is because I am older and eat less candy (I have the before and after pictures to prove it). Maybe it is because the world is a scarier place right now than any horror movie could be. Maybe it is because I am dreading all of the Barbie-Ken and Travis Kelce-Taylor Swift costumes. Or, even more troubling, it is because I am looking forward to all of the Barbie-Ken and Travis Kelce-Taylor Swift costumes. I'll ponder that some more as I snack on some candy corn (controversial choice, I know—if only that was the most divisive issue facing us in our time...). In any event, practice safe trick-or-treating: look both ways before crossing the street and carry both a flashlight and the knowledge from this spotlight.

- Collectibles company Rally is selling fractional ownership of New York Yankees legend Mickey Mantle's childhood home. One can only assume the space above the fireplace will garner top dollar.
- Unable to secure the \$30 million per year that he was seeking for NBA jersey sponsorship rights for the Las Vegas Sphere, Sphere Entertainment Executive Chairman James Dolan found another suitor: Madison Square Garden Sports Executive Chairman James Dolan. As a result, the New York Knicks' jerseys and warm-up shirts will bear Sphere branding. Hopefully, I'll be as excited to watch the Knicks as I am the animations on the outside of the Sphere - but I'm not holding my breath.
- Taking cues from Universal Music Group, music streaming platform Spotify unveils a new royalty structure designed to address fraud that siphons royalties away from legitimate human artists. My dog's recording career will have to be put on paws.

Endorsement Deals, Sponsorships & Investments

[Myles Garrett Purchases Minority Stake In The Cleveland Cavaliers](#)

October 26, 2023 via Forbes

[Skechers Makes Its Basketball Debut With Help From NBA Stars](#)

October 25, 2023 via Sportico

Philadelphia Phillies among top MLB teams for sponsorship deals, report shows

October 24, 2023 via Biz Journal

Knicks Sign Jersey Patch Deal With Vegas Sphere

October 24, 2023 via Sportico

UFC, Anheuser-Busch Sign Largest Deal in MMA Company's History

October 24, 2023 via Sportico

F45 on its knees after \$US370m loss; celebrities seek damages

October 24, 2023 via WA Today Business News

Washington Wizards land Robinhood as new jersey patch sponsor

October 23, 2023 via Biz Journal

Are influencer partnerships the inevitable future of business?

October 19, 2023 via BBC News

Sports

UFC/WWE parent Endeavor majority owner Silver Lake may take company private

October 25, 2023 via Awful Announcing

How The Next NBA Media Rights Negotiations Will Be Different

October 23, 2023 via Forbes – Business

Rally to offer shares of Mickey Mantle's childhood home for \$7

October 19, 2023 via Athletice

Music Biz

Spotify is embracing elements of Universal Music Group's 'artist-centric' royalties model - following a new multi-year licensing deal between UMG and Daniel Ek's platform

October 25, 2023 via Music Business Worldwide

Music streaming was 2022's top moneymaker for songwriters, composers

October 25, 2023 via Reuters

[Music Industry Moves: Puma Taps A\\$AP Rocky as Creative Director for Formula 1 Partnership](#)

October 24, 2023 via *Variety*

[YouTube working on tool that lets creators sing like Drake](#)

October 23, 2023 via *Seattle Times*

[Retail investors can now bet on music royalties: 'We want people to have access'](#)

October 22, 2023 via *Yahoo Finance*

Film & TV

[Ryan Gosling Tops McAfee's 2023 Hacker Celebrity Hot List](#)

October 26, 2023 via *Business Wire*

[LeBron James Could Team Up With Obamas, Peyton Manning Ahead Of 2023-2024 NBA Season: Here's Why Sports Fans, Netflix Investors Should Be Excited](#)

October 24, 2023 via *Benzinga.com*

[NBCUniversal's Olympic ad sales for Paris outpacing previous Games](#)

October 18, 2023 via *Sports Business Journal*

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