

# Highlights from 4se 2023: Insights, Inspiration, and Surprising Connections in Sports & Entertainment

05.26.23 01.07.26

Welcome back to the Spotlight! In advance of the long weekend, I had the pleasure of attending Sports Business Journal and Leaders Group's 4se (pronounced "force") 2023 focusing on marketing, branding and leadership in the sports and entertainment industries. There, I met handfuls of like-minded peers, while listening to panels of influential people sharing their experiences with the attendees, while highlighting the seemingly endless intersections between these industries.

Notably, conference attendees had the privilege of hearing athletes and entertainers such as 2 time Superbowl champion New York Giants players Eli Manning and Justin Tuck and rap icon Fat Joe talk candidly about how they have parlayed their professional careers into even loftier heights in the business world. Other highlights included an emphasis on the ascendancy of women's sports, impressive rap skills from Rhymefest and Golden State Warriors' Chief Legal Officer David Kelly (I graciously conceded he was the better rapping lawyer).

All in all, I came away from the event feeling inspired and dare I say cool? And that's notwithstanding an embarrassing blunder by me! Let's just say trying to shake hands while balancing a cup of rice and beans on a plate is more perilous than it sounds. Anyway, let's kick things off...

- Maryland-based Under Armour goes local for their NIL deal with University of Maryland basketball star, Diamond Miller. A Zales endorsement deal can't be too far away.
- Bank of America is sued by would-be Washington Commanders suitor Brian Davis' company, for allegedly flubbing a \$7.1 billion offer. \$500 billion in damages is being sought, which in Bank of America's defense seems egregious in light of the fact that the case concerns the Washington Commanders.
- Shaquille O'Neal and David Beckham's production companies are being housed under the newly formed Authentic Studios. Here's hoping a "Kazaam" and "Bend it Like Beckham" crossover is in development.

## **Endorsement Deals, Sponsorships & Investments**

### **[NBA Teams Soak Up Record \\$1.4 Billion in Tequila, Tech Sponsorships](#)**

May 24, 2023 via *Sportico*

### **[Tiger, Rory's TMRW Sports Adds Justin Bieber, DJ Khaled As Investors](#)**

May 24, 2023 via *Sportico*

### **[The Sports Agent Of The NIL Era: A Social Media Savvy Life Coach](#)**

May 23, 2023 via *Forbes*

### **[How influencers get paid and make money on TikTok, Instagram, and YouTube](#)**

May 23, 2023 via *Business Insider*

### **[Marketing and Sponsorship: 'Air' celebrates the groundbreaking Nike/Jordan relationship. It's just not a real history lesson.](#)**

May 22, 2023 via *Sports Business Journal*

### **[Under Armour signs UMd. basketball star Diamond Miller to endorsement deal](#)**

May 19, 2023 via *Washington Business Journal*

## **Sports**

### **[4se: Disney/ESPN, ACC reaffirm relationship, highlight women's sports efforts](#)**

May 23, 2023 via *Sports Business Journal*

### **[LeBron James Is Now a Billionaire - Here's How He Makes and Spends His Money](#)**

May 23, 2023 via [Entrepreneur.com](#)

**Phoenix Mercury games set to air on broadcast TV despite Diamond lawsuit**

May 20, 2023 via *Awful Announcing*

**Brian Davis' Company Sues BOA for \$500B over Failed Commanders Bid**

May 20, 2023 via *Sportico – Law*

**Music Biz**

**K-Pop Label HYBE Inks New Distribution Deal with Tencent Music Entertainment**

May 24, 2023 via *Digital Music News*

**Tina Turner sold catalog in reported \$50M deal before death at 83**

May 24, 2023 via *Fox Business*

**Songwriters' Streaming Rates from 2018-2022 Have Been Determined (Finally)**

May 24, 2023 via *Billboard*

**Film & TV**

**WGA Strike: Barack Obama Says Studios 'Wouldn't Be Around If It Weren't for Writers'**

May 26, 2023 via *Rolling Stone Magazine*

**The fine print of the Big Ten's blockbuster TV deal is turning into quagmire for new chief: report**

May 23, 2023 via *Crain's Chicago Business*

**Wrexham's U.S. Tourney to Air on Peacock and CNBC**

May 22, 2023 via *Sportico – Business*

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