

# Latest in Sports & Entertainment: Knicks' Reunion, Lakers' Legacy and Summer Spectacles

06.28.24 01.07.26

Welcome back to the Spotlight! Even though the NBA season ended over a week ago, I'd be remiss if I didn't recognize the building excitement for the New York Knicks' prospects-on and off the court-for next season. If someone were to tell you that you could go to work with three of your best friends from college (and make tens of millions of dollars in the process), you'd sign up for that every day of the week and twice on Tuesday. That's exactly the situation Knicks' all-star point guard Jalen Brunson finds himself in as he is now set up to play next season with his fellow Villanova University teammates (and NCAA Champions) Mikal Bridges joins Brunson, Josh Hart and Donte DiVincenzo. Hopefully they can leverage their chemistry to relive their championship glory, but for now, through media appearances including Brunson and Hart's podcast "The Roommates Show" and countless other opportunities that await them, they can leverage their chemistry for entertainment and marketing value as well. Speaking of chemistry, honorable mention to the Los Angeles Lakers who now also have biology going for them as Bronny James was drafted to play on the same team as his father LeBron. All interesting dynamics to behold and something sure to provide fireworks for audiences and sponsors in the days ahead. That reminds me, for the immediate days ahead, brief note that in preparation for America's 248th birthday (roughly the age of our next President, it seems) the Spotlight will take a breather and return the week of July 8.

- This Christmas, the Kansas City Chiefs will have a doubleheader, playing the Pittsburgh Steelers in the afternoon, and then taking center stage in a schmaltzy Hallmark Channel movie, "Holiday Touchdown: A Chiefs Love Story." I can't imagine where they might have gotten the inspiration for that film from...

- The torch for the Summer Olympics is being lit next month in Paris, France. NBC has lined up an impressive list of celebrities for its broadcasts of the Games-lest they be torched in the ratings.
- Major record labels-themselves wading into the artificial intelligence space of late-filed a lawsuit alleging copyright infringement by a pair of A.I.-based tech companies that allegedly train their software on the labels' music. Incidentally the labels are represented by venerable trial lawyer Chad G. Petey.
- Cash hungry media company BuzzFeed has put up its popular celebrity and chicken wing-centric show "Hot Ones" up for sale at the price of a cool \$70 million. To sweeten the deal, they're reportedly willing to throw in free carrots and celery.

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

### **Olympic track and field sees huge cash infusions into the sport**

June 26, 2024 via Alaska Dispatch

### **NBC to Lean on Celebrity Power to Boost Its Paris Olympics Viewership**

June 26, 2024 via Front Office Sports

### **Tiger Woods, McIlroy-Backed TMRW Sports Valued at \$500 Million in Funding Round**

June 24, 2024 via Bloomberg

### **Shaun White's Unrivaled Sports Acquires Stake in Snöbahn**

June 24, 2024 via Sportico

### **Why do all the world's best athletes do Subway commercials?**

June 24, 2024 via Vox

### **Nike, Hyperice Team Up on Wearable Tech for Athlete Recovery**

June 21, 2024 via Sportico

## **Sports**

### **The Nova Knicks are history in the making. Can college champs win an NBA title together?**

June 26, 2024 via Yahoo Sports

### **NCAA lifts ban on cannabis use for athletes in championships**

June 26, 2024 via The Hill

**Can Angel Reese-Caitlin Clark rivalry endure as WNBA's answer to legend of Bird and Magic?**

June 25, 2024 via Awful Announcing

**Music Biz**

**Megan Thee Stallion announces the Prime Day dates in a new Amazon commercial**

June 25, 2024 via Amazon

**Paris Hilton's 11:11 Media Inks Global Distribution Deal with ADA - New Album Out in September**

June 24, 2024 via Digital Music News

**Music Industry Unites to Protect the Rights of Musicians amid the Growth of Generative AI Technology**

June 24, 2024 via Business Wire

**U.S. record labels are suing AI music generators, alleging copyright infringement**

June 24, 2024 via NBC News

**Film & TV**

**AI Michaels Gets Non-Traditional Voice in NBC's Paris Olympics Coverage**

June 26, 2024 via Variety

**'Inside Out 2' Could Be a 'Mighty Ducks' Moment for Women's Hockey**

June 26, 2024 via Front Office Sports

**Troubled Redbox Parent Chicken Soup For The Soul Entertainment Is Nearly A Week Late Paying Employees; Medical Benefits Also Cut**

June 26, 2024 via Deadline

**Hallmark Media, NFL, Skydance Sports & The World Champion Kansas City Chiefs Team Up for New Christmas Movie, Holiday Touchdown: A Chiefs Love Story**

June 25, 2024 via Kansas City Chiefs

**BuzzFeed wants to sell Hot Ones to pay off its debts**

June 24, 2024 via Quartz News

**TNT, 'Inside The NBA' lose another lifeline**

June 21, 2024 via The Street

Posted in [Uncategorized](#)