

# Lights, Contracts, Action: A Holiday Recap of the Year in Sports & Entertainment

12.23.24 01.07.26

Welcome back to the Spotlight! Since we are in the midst of the holiday season, for my last post this year, I thought it would be fun to try something different and do a holiday-themed recap the year that was. After all, it is the most wonderful time of the year-and given my Jewish heritage, writing Christmas songs is practically in my blood. So here goes...

In the first month of '24, the Spotlight gave to me, Wrexham winning four Emmys and the year's first act of dad jokes that were all too cheesy!

In the second month of '24, the Spotlight gave to me, a Super Bowl for the Swift-ies and a Universal Music boycott of TikTok over AI music and some paltry royalties!

In the third month of '24, the Spotlight gave to me, one Caitlin Clark-ing, Madness a-Marching and Beyonce chart-topping Country!

In the fourth month of '24 the Spotlight gave to me, more Caitlin a-Clarking, Rashee Rice a-speeding, Jontay Porter a-gambling and a solar eclipse for us all to see!

In the fifth month of '24 the Spotlight gave to me, a playoff loss by the Knicks and some brand new Cristiano Ronaldo NFTs!

In the sixth month of '24 the Spotlight gave to me, a Joey Chestnut hot dog ban and a DUI for JT!

In the seventh month of '24 the Spotlight gave to me, FIVE OLYMPIC RINGS!!!!!!!!!!

In the eighth month of '24 the Spotlight gave to me, a haul of US Olympic Medals-including for Simone Biles, who was all smiles, Steph Curry a-napping and swimming dominance from Katie Ledecky!

In the ninth month of '24 the Spotlight gave to me, two Levys Emmy hosting, two Mannings-casting and the 50-50 club for Shohei Ohtani!

In the tenth month of '24 the Spotlight gave to me, more music catalogues a-selling, broadcast booth and owner's suite for Tom Brady and a world championship for the New York Liberty!

In the eleventh month of '24, the Spotlight gave to me. Americans a-voting, Wrexham a-brewing, Shaq NFT lawsuit settling and a crushing defeat for my Yankees

In the twelfth month of '24, the Spotlight gave to me, Juan Soto in Flushing, *trying to finish quick I'm rushing* , Travis Hunter in adidas, *did you truly read this? Thank you for a-coming, for-singing along or humming!*  
*Wishing you a joyous holiday season and a New Year that is Happyyyyyy!*

See you in 2025!

For inquiries and/or unabashed compliments, please feel free to contact me at [josh.bloomgarden@foster.com](mailto:josh.bloomgarden@foster.com) or add me on LinkedIn.

## Endorsement Deals, Sponsorships & Investments

### Private equity looks to buy in to college sports

December 19, 2024 via CNBC

### Damian Lillard joins exclusive club with new endorsement deal

December 18, 2024 via Larry Brown Sports

### YouTube partners with CAA to help celebrities manage digital likeness in AI content

December 17, 2024 via LA Times

### NWSL, Denver Group Enter Exclusive Expansion Talks at \$105-\$120M Fee

December 17, 2024 via Sportico

### How to Get Celebrity Endorsements - Even if You're Not a Huge Brand

December 17, 2024 via HubSpot Company Product News

### Elizabeth Banks Puts Her Unique Stamp (and Face) on Archer Roose Wine

December 16, 2024 via AdWeek

### Pop-Tarts, Cheez-It, and Snoop Dogg Keep It Weird During College Bowl Season

December 16, 2024 via AdWeek

### USAA extends sponsorship of the Army-Navy Games through 2030

December 16, 2024 via Insurance Business Magazine

### FAU set to approve \$22.5 million naming rights deal for on-campus football stadium

December 16, 2024 via ABC News

## Sports

### Scandals, Some Changes In Public Perception Highlighted The Year For Sports Betting

December 19, 2024 via Associated Press

### Looking ahead to the biggest sports media stories of 2025

December 18, 2024 via Awful Announcing

**White Sox shorten ballpark's name to Rate Field**

December 18, 2024 via ABC News

**Michael Jordan Wins Preliminary Injunction in NASCAR Case**

December 18, 2024 via Sportico

**Accelerating Change: How Sports Navigates Bumpy Startup Sector**

December 17, 2024 via Sportico

**Major League Pickleball 2024 Season Post Mortem – Challenger Draft Day Analysis**

December 13, 2024 via Forbes

**Music Biz**

**Media Rights Technologies Sues Microsoft for Alleged Intellectual Property Theft:**

December 18, 2024 via PR Newswire

**MMF and YouTube Music mark 2024 Accelerator programme's support for 18 managers**

December 17, 2024 via Music Week

**Virgin Music Group to acquire Downtown for \$775 million**

December 17, 2024 via Music Week

**Film & TV**

**'The Crypto.com Showdown' creator Bryan Zuriff on the 'long journey to pull off LIV versus PGA'**

December 17, 2024 via Awful Announcing

**Briarcliff Entertainment Acquires Oscar Contender 'October H8te,' Documentary On Exploding Rise Of Antisemitism After October 7**

December 13, 2024 via Deadline

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