Foster Garvey

Sports & Entertainment Beat

Luck, Hoops, and Hype: March Madness, AI Music Wars & Sports Biz Power Moves

03.14.25

Welcome back to the Spotlight! You need not be Irish to enjoy the luck of having wound up here, just a few days before St. Patrick's Day. You may however need to be Irish to enjoy corned beef and cabbage. But whether it was a shiny penny, a rabbit's foot, a four-leaf clover or maybe even a slip of the finger to click "read" instead of "delete," allow me to be the first to congratulate you on finding this sports and entertainment pot o' gold. That type of luck would have been great for the Yankees to stave off injuries during Spring Training, but I digress. Fittingly, the NCAA's own pot o' gold-the Men's and Women's College Basketball Tournaments, or March Madness-is upon us (you'd be forgiven for feeling as if every month carries its fair share of madness nowadays), giving some of the sport's premiere athletes a shot to make history, become household names (if they have not already signed seven figure endorsement deals) and remind you that the money you put into your bracket would have been better spent elsewhere. Meanwhile I can't think of anywhere else your time would be better spent, so let's make the most of it...

- Beverage brand Liquid Death becomes the official Iced Tea partner of the Super Bowl Champion Philadelphia Eagles in the brand's never-ending quest to "murder thirst." Though, it's worth noting for Eagles home games that thirst need only wear the opposing team's jersey to meet its maker.

- Mission-based private equity fund Monarch Collective grows to $250 million to spread its wings further to invest in women's sports - a pretty hot trend, if you did not yet get that memo (perhaps you were living under a rock or bundled in a chrysalis).

- Sony Music reports it has taken down an astounding 75,000 tracks that use generative artificial intelligence to im"person"ate its artists. As a friendly suggestion to Sony Music: if/when the AI uprising occurs, I would lay low.

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

How LSU star guard Flau'jae Johnson is eliminating $5 million of debt for Louisiana families
March 12, 2025 via Advocate – Louisiana News

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Shaun White's Snow League Lines Up Hublot, Tiffany, Other Brands
March 10, 2025 via Women's Wear Daily

How the NCAA began losing its grip on 'amateurism'
March 8, 2025 via Chicago Sun Times

Charles Barkley says Michael Jordan gave him 1 financial tip that made him millions, and you can use it to get rich, too
March 8, 2025 via Yahoo Finance

Liquid Death Makes a Pact to 'Murder Thirst' at Philadelphia Eagles' Home Stadium
March 7, 2025 via AdWeek

How A Swedish Fitness Toy Went Viral Thanks To Tom Brady, RFK Jr. And An Army Of Celebrities
March 7, 2025 via Forbes

Sports

Monarch Collective Women's Sports Fund Pays the Dream Forward
March 13, 2025 via AdWeek

Congress May Have to Settle NCAA Athlete Eligibility Issue
March 10, 2025 via Sportico

Sean Keeler: What's Deion Sanders worth to Colorado? About $100 million annually by 2030, expert says.
March 10, 2025 via LancasterOnline

Adidas Sues Fashion Company for Infringing on Three-Stripe Mark
March 8, 2025 via Sportico

Financier Ross Stevens Makes $100M 'Extremely Innovative' Gift to US Olympians
March 7, 2025 via New Jersey Politics Observer

Music Biz

Spotify says its payouts are getting better, but artists still disagree
March 12, 2025 via Tech Crunch

Sony Music reveals it has taken down more than 75,000 generative AI fake replica tracks

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March 11, 2025 via Music Week

Film & TV

YES Network and Sportico Launch Sports Business TV Series
March 13, 2025 via Sportico

NBC Universal agrees $3bn extension to broadcast Olympics in US
March 13, 2025 via The Guardian UK

March Madness Ads Nearly Sold Out as Rights Fee Nears $1B Mark
March 12, 2025 via Sportico

Seth Rogen's Hollywood Satire The Studio Is the First Great New Show of 2025
March 8, 2025 via TIME Arts

TGL Golf, Unrivaled TV Ratings Don't Tell Full Story of First Seasons
March 7, 2025 via Sportico

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