

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

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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 imitate 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

[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](#)

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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

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[Financier Ross Stevens Makes \\$100M 'Extremely Innovative' Gift to US Olympians](#)

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Music Biz

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March 12, 2025 via Tech Crunch

[Sony Music reveals it has taken down more than 75,000 generative AI fake replica tracks](#)

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](#)

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[March Madness Ads Nearly Sold Out as Rights Fee Nears \\$1B Mark](#)

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