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Sports & Entertainment Beat

March Madness: A Symphony of Bets, Brackets, and Basketball Lore

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With the billions of advertising and media rights dollars invested, the nearly $3 billion in legal bets that are estimated to be wagered (not including the bracket pools run by your colleague's second removed cousin that will inevitably be won by someone who knows nothing about sports but who picked winners based on the teams' mascots) and the gazillions (give or take) of dollars in lost worker productivity, the NCAA Men's and Women's College Basketball Tournaments is poised to once again capture hearts, minds and wallets across the country. But due to the degree of upheaval in college sports, many observers suspect that future iterations of the Tournaments may be irrevocably altered. I hope not. Each year, the Tournaments bring with them compelling storylines (whether it be Caitlin Clark continuing her historic career or Long Beach State University's coach Dan Monson, fired before his team's winning an automatic bid to the Men's Tournament, coaching his squad with nothing to lose) and Cinderella stories made even more improbable by the consolidation of talent through NIL recruiting at wealthier schools. It would be a shame for any of that to go away. For now, let's enjoy what we have this year and hope for the best for next. Oh and let's go Badgers.

- There is a vacancy to be the interpreter Los Angeles Dodgers dual threat weapon Shohei Ohtani, as his former interpreter faces allegations he stole $4.5m from Ohtani. It must have been an awkward moment for the interpreter when he had to break the news in two languages.

- Dunkin's next phase of its "DunKings" Super Bowl ad campaign that featured Matt Damon, Ben Affleck and Tom Brady is to pivot to regally named menu items including "Short King Spring" meant to celebrate smaller sized men and small iced coffees. Now that's something I could get behind...on my tippy-toes.

- Peyton Manning's Omaha Productions is riding the success of its Netflix documentary series "Quarterback" to produce a follow-up series following NFL wide receivers and tight ends entitled "Receiver." If Omaha continues down this road, there is a glimmer of hope that "Referees" or "Punters"

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may not be all that far off.

Endorsement Deals, Sponsorships & Investments

Dunkin' Hails 'Short King Spring' with Renamed Iced Coffee, Unveils Regal-Themed Menu
March 20, 2024 via BNN Breaking

Reddit Sports Data Seen as Revenue Stream Ahead of $6.5B IPO
March 20, 2024 via Sportico

J.P. Morgan Creates Sports Investment Banking Division
March 19, 2024 via Sportico

Five Athletes Sign NIL Deals With Shoe Brand Crossover Culture
March 19, 2024 via Sportico

How Gophers athletes get NIL deals
March 15, 2024 via Minneapolis Star Tribune

Sports

March Madness Doesn't Just Relate to What's Happening on the Court
March 21, 2024 via Front Office Sports

March Madness as we know it could be on the way out amid seismic changes in college sports
March 19, 2024 via New Orleans WDSU 6

Can a women's championship game with Caitlin Clark outdraw men's final viewership?
March 19, 2024 via Awful Announcing

ESPN Embraces South Korea Games to Begin 2024 MLB Campaign
March 19, 2024 via Sportico

The Last Dance of 'Amateur' March Madness
March 18, 2024 via Sportico

Bijan Robinson Says NIL Made Him A Smarter NFL Player
March 16, 2024 via Forbes

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As we descend into March Madness, a few words about the NCAA's slow demise
March 16, 2024 via Chicago Sun Times

Angel City for Sale: NWSL's Most Valuable Team Seeks New Owner
March 15, 2024 via Sportico

Music Biz

Universal Music Group, Republic Records, & STYNGR Bring Boombox to Roblox – Pioneering Opportunities for Labels and Players
March 18, 2024 via PR Newswire

Big Loud Records Inks Multi-Year Distribution Deal with Mercury Records/Republic - Stressing That Label 'Has Not Been Acquired in Any Way'
March 15, 2024 via Digital Music News

AMC scored with Beyonce, Taylor Swift; now they will broadcast Olympic events
March 15, 2024 via Fox Business

Film & TV

Neon Inks Strategic Partnership With Waypoint Entertainment For Indie Film Slate
March 19, 2024 via Deadline – Hollywood Breaking News

Netflix, NFL Films Follow 'Quarterback' With New Series 'Receiver'
March 19, 2024 via Sportico

Posted in Sports & Entertainment Spotlight

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