

Nostalgia and Business Beyond the Game

09.18.26

Welcome back to the Spotlight! The recent news of some professional athletes returning to college to avail themselves of an additional year of eligibility has inspired me to return to my alma mater, the University of Wisconsin. So I am writing this piece from 30,000 feet en route to Madison for a football game.

Unfortunately for me, I was informed that my 5'7" frame is still considered "undesirable" and "a liability" for the gridiron. As such, I will be relegated to the bleachers to cheer on the team and the closest thing I will come to NIL is the Nostalgia of being back in what in my biased opinion is the best college town in these 50 United States. It will take me a few orders of some of Wisconsin's finest fried cheese curds and beer to help me cope, but I think I'll be OK-I know my role is to operate the Spotlight, not to be under it. On, Wisconsin!

- NBA Champion New York Knicks (still surreal to write those words) point guard Jalen Brunson and several family members launch a management company to oversee his off-the-court business opportunities and guide other athletes and executives through sponsorships, philanthropic opportunities and brand partnerships. As a special service, OG Anunoby may even provide some tips.
- Pop/Alt Rock band, Panic! At the Disco takes legal action against counterfeit merch dealers, ostensibly after having a panic at their lost revenue.
- NBA All-Star LeBron James adds another food and beverage company to his investment portfolio: Mike's Red Tacos. The move comes years after a viral video in which James championed Taco Tuesday in his household. So now James both likes Mike and is like Mike.

Endorsement Deals, Sponsorships and Investments

[What is Polymarket and How It Works Amid LeBron James' Reported \\$15M Deal](#)

September 17, 2026 via Yahoo! Sports

[Miami Signing 10-Year Sponsorship, Apparel Deal With Nike Worth Over \\$200M](#)

September 16, 2026 via On3

[Jalen Brunson Gets Into the Brand Management Business With New Family Venture](#)

September 16, 2026 via Hollywood Reporter

[LeBron James Commits Capital, Provides "Signal" to Mike's Red Tacos](#)

September 15, 2026 via Franchise Times

[Sol De Janeiro Taps Washington Spirit and U.S. Women's National Team Players Trinity Rodman and Tara Rudd as Brand Ambassadors](#)

September 15, 2026 via PR Newswire

[Tommy Hilfiger Freedom: New Fragrance Launch With Camila Cabello as Global Brand Ambassador](#)

September 15, 2026 via Business Wire

[ENGWE Names Football Legend Robin Van Persie as Brand Ambassador Ahead of Car-Free Day](#)

September 15, 2026 via PR Newswire

[Ziff Davis CEO: If OpenAI Can Find \\$750 Billion for Data Centers, It Can Find Money for Publishers, Too](#)

September 14, 2026 via Yahoo! News

[Dockers Puts Chargers Coach Jim Harbaugh Through the Ringer in New Campaign](#)

September 14, 2026 via Women's Wear Daily

[Barefoot Wine Taps Donna Kelce to Reach New NFL Fans](#)

September 14, 2026 via Sports Business Journal

[The House of Suntory's Haku Vodka Introduces First Campaign, "Made to Shine," Featuring Rina Sawayama as Inaugural Brand Ambassador](#)

September 14, 2026 via Northeast Mississippi Journal

[Zoom Got It Done: Company's New Ad Campaign Featuring Kate McKinnon Shows How Zoom Turns Conversations Into Completed Work](#)

September 14, 2026 via GlobeNewswire

[Kristin Juszczyk's New Off Season NFL Line Features More Teams Than Ever Before](#)

September 11, 2026 via New York Post

Sports

[Price Tag of NBA Las Vegas & Seattle Expansion Teams Revealed by Insider](#)

September 15, 2026 via BasketNews.com

[NBA Las Vegas Expansion: Adam Silver Talks Sphere Inspired Arena](#)

September 15, 2026 via Fox 5 Las Vegas

[Texas QB Arch Manning Apologizes to ESPN Reporter Holly Rowe for Laughing About Fake Video of Slap](#)

September 15, 2026 via WPBF

[A Sweeping College Sports Overhaul Bill Clears Early Hurdle in Senate Vote](#)

September 15, 2026 via King 5

[New York Named World's Top Sport City as London Trails in Fourth Place](#)

September 15, 2026 via City AM

[This Is What Sports Media Looks Like When Athletes Have the Right Technology](#)

September 14, 2026 via AdExchanger

[Justice Department Reportedly Investigating Clippers' Deals Involving Kawhi Leonard](#)

September 11, 2026 via The Athletic

Music Biz

[Stem Co-Founder Tim Luckow Raises \\$5M for Royalty Platform Notes.fm; Zach Bryan, Benny Blanco and Ari Emanuel Among the Backers](#)

September 17, 2026 via Music Business Worldwide

[All 58 Taylor Swift Music Videos Land on Spotify, Seven Months After 'Opalite' Skipped YouTube for Two Days](#)

September 17, 2026 via Music Business Worldwide

[Music Distribution, Explained: And Why It Matters More Than Ever for Independent Artists](#)

September 16, 2026 via Variety

[Panic! at the Disco Company Sues Online Sellers Over Counterfeit Merch](#)

September 15, 2026 via Music Business Worldwide

[Universal Music Group Sues DistroKid for Deceptive Trade Practices and Building an 'AI-Slop Pipeline'](#)

September 15, 2026 via Variety

[Robert Kraft, Gillette Stadium Boot Macklemore From Ed Sheeran Tour Over 'Free Palestine' Rant](#)

September 14, 2026 via Fox News

[Samsung Asks Judge to Dismiss Dua Lipa's \\$15 Million Lawsuit Over Unauthorized Image Usage](#)

September 11, 2026 via Rolling Stone

Film & TV

[Disney Inks Content and Development Deal With Kids Creator Brand 'Like Nastya'](#)

September 17, 2026 via Hollywood Reporter

[Wyatt Russell Joins Asa Butterfield, Mark Strong in John Carroll Lynch Comedy 'Happy'](#)

September 17, 2026 via Hollywood Reporter

[Lewis Hamilton's Dawn Apollo Studios Inks First-Look Deal With Skydance Sports](#)

September 16, 2026 via Hollywood Reporter

[Protect College Sports Act Revised to Include Provisions Protecting Existing TV Deals](#)

September 15, 2026 via Awful Announcing

[NFL's Down Under Opener Confirms Streamers Are Still Lagging TV](#)

September 15, 2026 via Sportico

[Prime Video Expresses Interest in World Cup Media Rights](#)

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