Foster Garvey

Sports & Entertainment Beat

Pre-Thanksgiving Feast: From Spielberg's New WWII Series to Innovative Snacks and MLB's Vegas Move

11.17.23

Welcome back to the Spotlight! With the Thanksgiving holiday coming up next week, the Spotlight will be on a one-week hiatus. But lest you worry, it's all gravy. I will do my best to load up your plate with all the fixings, squashed into a format easier to digest than your aunt's dry Thanksgiving turkey. As you'll find if you take a pecan-side, the cavity below is stuffed with all that's bean cooking in the sports and entertainment kitchen. Although I am on a roll (I really know how to butter myself up), I will not yam-mer on with my corny puns and wordplay any longer. But on a serious note, despite all the really terrible things going on in the world these days, I challenge you all to set that aside in favor of something or someone for which to be thankful.

- Tom Hanks and Steven Spielberg are adding another World War II project (an AppleTV+ Series called "Masters of the Air") to go along with "Band of Brothers," "The Pacific" and "Saving Private Ryan" to their production credits that include "Saving Private Ryan." A sequel (to the war–not to the series) may well be in development.

- Entertainment and sports agency, Creative Artists Agency launches a better-for-you snack company called Myna Snacks with the help of a popular digital media streamer and consumer packaged goods (CPG) expert. The products have zero percent dairy, soy, gluten and grains, zero percent artificial flavors, colors and preservatives, and fifteen percent commission.

- Major League Baseball's owners unanimously approved the plans to have the Oakland Athletics viva in Las Vegas. Next item up for voting is whether to give the Vegas team 162 home games.

Endorsement Deals, Sponsorships & Investments

Charlotte Sports Foundation signs contract extension with Tepper Sports, BofA Stadium

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November 14, 2023 via Biz Journal

Federer's On Running Tops $500M, but Wall Street Wants More
November 14, 2023 via Sportico

Entertainment agency launches snack company
November 14, 2023 via Food Business News

CAA Launches Investment Bank CAA Evolution
November 13, 2023 via Sportico

Women's soccer just won a 40x raise as the NWSL signs a $240 million TV deal with CBS, ESPN, Amazon and Scripps
November 9, 2023 via Fortune Magazine

Sports

MLB owners unanimously vote to approve Athletics' move to Las Vegas
November 16, 2023 via Yahoo Sports

Inside women's sports marketing-how Gen Z is fueling brand interest
November 15, 2023 via Ad Age

Harbaugh, Michigan Prep for Friday With Big Ten v NCAA Rules
November 14, 2023 via Sportico

PGA Tour says it will offer players equity ownership after it seals deal with investors
November 14, 2023 via CNBC

Where Ally Financial is focusing commitment to women's sports, from the ACC to ESPN to NWSL
November 9, 2023 via Biz Journal

Music Biz

A Taylor Swift-Themed Cruise Will Set Sail In 2024
November 16, 2023 via Forbes

Warner Music Joins Deezer's New 'Artist-Centric' Royalty Model

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November 13, 2023 via Variety

The Future of Music: How Generative AI Is Transforming the Music Industry
November 9, 2023 via Andreessen Horowitz News

Film & TV

'Welcome to Wrexham' Renewed for Season 3 at FX
November 14, 2023 via Variety

Tom Hanks, Steven Spielberg Back Together For World War II Series On AppleTV+: Here Are The Details, When You Can Watch
November 10, 2023 via Benzinga.com

How Greta Gerwig's Billion Dollar 'Barbie' Could be First Box Office Champion Oscars Winner Since 'The Lord of the Rings: Return of the King'
November 9, 2023 via Variety

One pandemic and two strikes later, what will become of the movie industry?
November 9, 2023 via Los Angeles Times

Posted in Sports & Entertainment Spotlight

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