

Reflecting on a National Crisis Amidst Super Bowl Celebrations - Sports & Entertainment Spotlight

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Welcome back to the Spotlight! I really wanted to open this week talking about the football game. I wanted to talk about Usher's performance at the halftime show. I wanted to talk about the commercials. I even wanted to be the lone voice among us to talk about Taylor Swift and Travis Kelce (did you hear that they're dating?!). Instead of reflecting on the uniquely American sports and entertainment spectacle that is the Super Bowl, I find myself obliged to address the uniquely American experience of living in a country in which gun violence continues to be commonplace. A day that was supposed to be a celebration of the Kansas City Chiefs' 2nd Super Bowl victory in as many years has instead been marred by a mass shooting that killed a local radio DJ and left at least 20 others-many of whom being children-injured. In the wake of these tragedies there is always a curiosity about the motive, as if understanding why it happened brings comfort. While undoubtedly important for law enforcement and criminal justice, the reason for why a gunman acted is less important than the fact that it did happen and preventing it from happening again-just ask victims or their family members. As of Wednesday, there have been more mass shootings in the US in 2024 (49) than there have been days in 2024 (45). We can do (and should demand) better.

- This year's Super Bowl was the most watched US broadcast since the 1969 moon landing. Great-more fodder for the tinfoil hatters.
- Speaking of moonwalks, the rights to Michael Jackson's music catalog were purchased by Sony at a \$1.2 valuation.
- NBA superstar Giannis Antetokounmpo launches his endorsement relationship with Starry, the lemon-lime flavored official soft drink of the NBA, WNBA and G-League. A fitting partnership because I get parched every time I say "Giannis Antetokounmpo."
- Tiger Woods officially announces his apparel brand in conjunction with TaylorMade Golf. Its name is a homage to Woods' decades-long tradition of wearing red for the final round of golf tournaments: "SUNDAY RED." Of course, that's not to be confused with my lifestyle brand for working parents with young children: "ALWAYS TIRED."

Endorsement Deals, Sponsorships & Investments

[Penn, ESPN Bet Secure New York Licenses in \\$25 Million Deal](#)

February 13, 2024 via Sportico

[Tiger Woods unveils Sun Day Red, a new apparel brand with TaylorMade. Here's what it means](#)

February 13, 2024 via AP News

[Barstool, DraftKings Deal Launches Minutes After Super Bowl Ends](#)

February 12, 2024 via Sportico

[A brand 'Travis'ty in the making: what marketers get wrong about celeb endorsement](#)

February 12, 2024 via The Drum

[With NIL, Caitlin Clark could be ushering in new era of WNBA player endorsements](#)

February 12, 2024 via Chicago Tribune

Sports

[Ishbia Creates Suns, Mercury Parent Company to Set Stage for Expansion](#)

February 14, 2024 via Sportico

[The \\$20 Billion Sports Media Problem No One Can Answer](#)

February 13, 2024 via Bloomberg

[Exposure associated with Super Bowl only enhances Las Vegas' image](#)

February 11, 2024 via Vegas Inc

Music Biz

[H.E.R. Inks Management Deal with Lighthouse Management + Media](#)

February 14, 2024 via Billboard

[Helen Mirren, Boy George and Scooter Braun among celebrities endorsing Israel's inclusion in Eurovision 2024](#)

February 14, 2024 via The Independent

[Michael Jackson Catalog Stake Sold to Sony, Valued at Whopping \\$1.2 Billion](#)

February 10, 2024 via *Rolling Stone Magazine*

[Downtown expands partnership with Verifi Rights Data Alliance](#)

February 9, 2024 via *Music Week*

Film & TV

[Adam Pally & Steph Curry Comedy 'Mr. Throwback' Moves From NBC To Peacock With Series Order](#)

February 14, 2024 via *Deadline*

[CBS Hits Super Bowl Record 123.4 Million Viewers on OT Heroics](#)

February 13, 2024 via *Sportico*

[Judge dismisses most of Sarah Silverman's copyright infringement lawsuit against OpenAI](#)

February 13, 2024 via *Venturebeat*

[Super Bowl commercials 2024: Christopher Walken, Dunkin' and Jesus take the wheel](#)

February 12, 2024 via *Coastline Pilot News*

[Super Bowl Overtime Nets CBS Nearly \\$60 Million in Extra Ad Money](#)

February 12, 2024 via *Sportico*

[Christopher Nolan prevails at the DGAs, claiming precursor award for 'Oppenheimer'](#)

February 11, 2024 via *Los Angeles Times*

[Sony Pictures Acquires 'YOLO,' Chinese Comedy Film From 'Hi, Mom' Director Jia Ling, for Global Release](#)

February 10, 2024 via *Variety*

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Authored by

[Joshua A. Bloomgarden](#)

[Principal|New York](#)

[212.965.4529](tel:212.965.4529) josh.bloomgarden@foster.com