

Retreats, Treats, and Sports Feats: Snoop's Bowl, Payton's Ambitions and Parker's New Role

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If you were wondering where last week's edition was-allow me to put the rumors to rest. I was not at the tailor getting fitted for the Met Gala. I was not practicing my set for the Roast of Tom Brady-I thought about it, but apparently you had to be famous or gifted at sports (the ship on the latter has sailed, but the former...). Instead, I was at my firm's attorney retreat meeting, getting better acquainted with and forming a rapport with teammates located across the country. So, in the spirit of the word "retreat," I guess I pulled back. Next week, I'll be out of the country taking another retreat of sorts, recharging my batteries and taking the week off. But this week, in the spirit of the word "treat" I'll provide you with just enough decadent mind morsels to tide you over. Read it again until I'm back and you'll be re-treated.

- The honor of holding the first ever (official) alcohol sponsorship of a college football bowl game will be held by some guys who know a thing or two about money and bowls as the Arizona Bowl will be branded "The Snoop Dogg Arizona Bowl presented by Gin & Juice by Dre and Snoop."
- NBA Hall of Fame and former Seattle SuperSonics point guard Gary Payton appears super interested in owning a piece of a potential Seattle expansion team (years after the Seattle franchise relocated to and rebranded as the Oklahoma City Thunder. The investment would be fitting for Payton-you might say like a glove.
- Just ten days after retiring from the WNBA, highly decorated Candace Parker shuns the shuffleboard courts in favor of a boardroom, landing at Adidas as the President of Women's Basketball.

Endorsement Deals, Sponsorships & Investments

Anthony Edwards' Shoes Are Having a Moment of Their Own

May 8, 2024 via Sportico

Behind the Boom in Celebrity Brands

May 7, 2024 via Harvard Business Review

How BODYARMOR Embraces The Mamba Mentality To Fuel Innovation

May 6, 2024 via Forbes

After Barstool Sports sponsorship fizzles, Snoop Dogg brand is attached to Arizona Bowl, fo shizzle

May 6, 2024 via Vegas Inc

Irish sports marketing agency Sport Endorse targets potentially highly lucrative US college athlete base

May 5, 2024 via Irish Independent

Sports

Retiring WBNA legend Candace Parker is the new president of Adidas women's basketball (exclusive)

May 8, 2024 via Co.Exist

Knicks Win Again as Judge Rejects Facial Recognition Lawsuit

May 8, 2024 via Sportico

Federal appeals court upholds ruling that Zion Williamson's 2019 contract with an agent was void

May 6, 2024 via ABC News

The WNBA Was Not Ready For The 'Caitlin Clark Effect'

May 4, 2024 via Forbes

Gary Payton would 'jump at' potential NBA Seattle team ownership

May 4, 2024 via King 5

Settlement could cost NCAA nearly \$3 billion; plan to pay athletes would need federal protection

May 3, 2024 via Associated Press

Music Biz

[Cinq Music Acquires Music Catalog of Legendary Hitmaker Flow La Movie](#)

May 7, 2024 via *GlobeNewswire*

Film & TV

[Boomer Esiason teases NFL and Netflix will 'get in bed' for Christmas Day games](#)

May 8, 2024 via *New York Post*

[Tom Brady, Belichick, Bledsoe, More Draw Rave Reviews from Fans During Netflix Roast](#)

May 6, 2024 via *Bleacher Report*

[Boomer Esiason Not Upset About His Departure From 'The NFL Today'](#)

May 4, 2024 via *Sportico*

[LeBron James' SpringHill Company Producing Hoops Series on Vice TV](#)

May 3, 2024 via *Sportico*

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