

Royalty Battles, Jersey Deals and Big-Screen Buzz

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Welcome back to the Spotlight! And just like that, the 2026 FIFA World Cup has come to a close, leaving lasting impacts on those at home and abroad. For supporters from foreign lands, the World Cup was an opportunity to see the better angels of the United States, with many coming away a new appreciation for its people and culture-not the least of which being a newfound obsession with Hidden Valley Ranch. For the victorious team from Spain, they also returned home with a trophy and the national glory of winning the World Cup. So much so that some players were even gifted their weight in tomatoes from their hometown that is well-known for their tomato output. Although those tomatoes would pair nicely with the ranch dressing, I would presume the players wish they had instead come from a mining town.

Meanwhile, many Americans came away from the tournament with a newfound obsession for Norway Striker Erling Haaland along with a deeper appreciation for soccer. But just because the World Cup is over does not mean that Americans need to wait four years until the next tournament. For one thing, the FIFA Women's World Cup takes place next year in Brazil, and the US Women's National Team is considerably more competitive and decorated than their male counterparts having won four World Cups in their history (which is, according to my calculations, four more than the men). Until then, the National Women's Soccer League is rightly garnering attention - just last week, approximately 42,000 fans gathered at New York's Citi Field to watch Gotham F.C. take on the Washington Spirit-a record attendance for a women's sporting event in New York City. Gotham F.C. also won the match 1-0, which is on most nights, more than the current occupants of Citi Field can say for themselves. So why not grab a bottle of ranch, pick a favorite team or player and ride the women's soccer wave?

- Cher is unable to recover \$1 million in attorneys fees in her royalty row with Sonny Bono's widow, Mary Bono. Too bad her attorneys weren't working pro bono.
 - The Baltimore Ravens announced that a jersey patch sponsorship with Perdue Chicken, creating confusion about whether or not they want their critics to eat crow.
 - Glen Powell has been tapped to play New York Yankees legend Lou Gehrig in any upcoming Richard Linklater film.
 - When awarded the role Powell, undoubtedly stated he "considers himself the luckiest man on the face of the Earth."
- Snoop Dogg's Biopic is due to be released next year - much to the delight of movie theater concessionaires.

Endorsement Deals, Sponsorships & Investments

[Mark Cuban, Rashaun Williams Firm Buys Stake in Vegas A's](#)

July 23, 2026 via Front Office Sports

[The Next Big Asset Class May Be Wearing a Jersey](#)

July 23, 2026 via Economic Times

[Jeff Bezos Reportedly Might Join Bid for Liverpool Stake](#)

July 22, 2026 via Front Office Sports

[Adidas Introduces Originals Sports Womenswear Collection](#)

July 22, 2026 via Women's Wear Daily

[Who is Leading Portland's Moda Center Negotiations with the Blazers?](#)

July 22, 2026 via OPB

[Messi-Driven Inter Miami Sponsor Boom Expands After World Cup](#)

July 22, 2026 via Sportico

[Progressive Lands Both Jersey Patch Spots for Cleveland's New WNBA Team](#)

July 21, 2026 via ABC News

[Perdue Named Official Chicken of Baltimore Ravens](#)

July 20, 2026 via WMDT

[Publicity Stunts Are Hurting the Tom Brady Brand](#)

July 20, 2026 via Yahoo! News

[Did this World Cup Have too Much of Sir David Beckham?](#)

July 18, 2026 via City AM

[Texas Tech Signs Naming Rights Deal with Digital Assets Company Galaxy](#)

July 17, 2026 via LancasterOnline

Sports

[NWSL's Gotham FC to Call New York's Etihad Park Home](#)

July 23, 2026 via Coliseum News

[WNBA All-Star Game Ticket Prices Exceed \\$200, Sellout Expected](#)

July 23, 2026 via Front Office Sports

[The Men's World Cup Awakened New American Soccer Fans. It's Time for NWSL to Invite Them In](#)
July 21, 2026 via Yahoo! News

[Stephen Curry First Active Player to Have Own Exhibit in HOF](#)
July 21, 2026 via ESPN

[Erling Haaland, Vozinha Gain Most Followers on Instagram During World Cup](#)
July 21, 2026 via ESPN

[How Kawhi Leonard Trade Could Become Very Awkward for Toronto](#)
July 20, 2026 via blogTO

[Senate College Sports Bill Faces Critical Two-Week Stretch](#)
July 19, 2026 via 23 ABC

[Knicks Stars Provide Back Up for WWE Favorites in Electric Saturday Night's Main Event at MSG](#)
July 19, 2026 via Fox News

[Spain Win the World Cup After Ferran Torres Dethrones 10-Man Argentina in Extra Time](#)
July 19, 2026 via The Guardian

[FIFA's World Cup Halftime Show Puts American-Style Spectacle on the World Stage](#)
July 19, 2026 via Wired

[All Across this World Cup, I Saw International Fans Fall in Love with America](#)
July 18, 2026 via SFGate

Music Biz

[Music Publishers File Amended Lyrics Lawsuit Against Anthropic - Just as AI Firm's Separate \\$1.5B Settlement with Authors Wins Court Approval](#)
July 23, 2026 via Music Business Worldwide

[Instagram Now Lets Users Swap the Music on Published Posts and Carousels](#)
July 23, 2026 via Music Business Worldwide

[Cher Must Pay Own \\$1 Million Legal Tab Over Royalties Battle With Sonny Bono's Widow](#)
July 21, 2026 via Rolling Stone Magazine

[Spotify Launches its First Global Music Video Chart](#)
July 21, 2026 via Mashable!

Film & TV

[Snoop Dogg Biopic 'Snoop' Dated for August 2027, the First Film from the Rapper's Death Row Pictures](#)
July 22, 2026 via Music Business Worldwide

[Glen Powell And Richard Linklater Reunite For Lou Gehrig Film At Universal; Lorne Michaels To Produce](#)
July 22, 2026 via Deadline

[FIFA World Cup 2026 Final Draws Record 63 mn U.S. Viewers, Boosting Broadcasters and Advertisers](#)
July 22, 2026 via Telecom Lead News

[TikTok is Testing an Opt-In 'Likeness Detection' Tool that Lets US Creators Find and Report AI Deepfakes of Themselves](#)
July 21, 2026 via Music Business Worldwide

[In ESPN Layoffs Tied To NFL Network Deal, On-Air Personalities Karl Ravech & Ryan Clark Depart](#)
July 21, 2026 via Yahoo! News

Emerging Sports

[NBA® 2K27 Cover Athletes Revealed: Victor Wembanyama, Caitlin Clark, and Derrick Rose](#)
July 22, 2026 via 2K Newsroom

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