

Scotch Deals, Sports Stakes and a Breezy Endorsement

08.07.26

Welcome back to the Spotlight! If you're looking skyward this Wednesday, you may be treated to a rare trifecta of astronomical phenomena. First, there will be a solar eclipse, as the moon traverses across the sky to obscure the Sun. There will also be a meteor shower (also known as "shooting stars") streaking across the night sky. And if that is not enough, in the early morning hours, six planets (Mercury, Mars, Jupiter, Saturn, Uranus and Neptune) will be aligned and visible to the naked eye in what astronomers call a "planetary parade." In case you happen to miss out on these events (maybe you couldn't get your hands on solar eclipse glasses, you live under clouded skies or your more worldly concerns distract you from what's going on in the cosmos), do not despair. After all, these celestial events mirror what's been going on in sports and entertainment this Summer.

We've seen box office records eclipsed by the likes of the film, "Spider-Man: Brand New Day." With strong showings of fellow blockbusters "Toy Story 5" and "The Odyssey," perhaps rumors of movie theaters' demise have been overstated. We got our fill of shooting stars, as global soccer (football) sensations Lionel Messi, Kylian Mbappe, Cristiano Ronaldo, Lamine Yamal, Jude Bellingham and Erling Haaland were among the most prominent contributors to a total goals scored record at the FIFA Men's World Cup. And last but not least, we witnessed a jubilant parade to celebrate the New York Knicks' NBA championship-something that for many's lifetimes, seemed light years away. But back to the matter at hand, if you want to keep reading something that's out of this world, look no further than the below (no special viewing glasses required):

- English actor (and rumored contender to be the next "James Bond") Callum Turner strikes a deal with Diageo to be brand ambassador for Johnnie Walker Scotch whisky. In other words, Turner and Walker want to make you a drinker.
- Former Dallas Mavericks owner Mark Cuban, recently back in the sports ownership game, headlining a group of investors in the MLB's Las Vegas A's, may also have his sights set on a minority stake in the NFL's Dallas Cowboys. No "Shark Tank" necessary for those deals.
- NFL Hall of Fame Inductee Drew Brees is now brand ambassador for Breeze Airways. As hard as it is to believe, I had no involvement in forging that partnership.

Endorsement Deals, Sponsorships & Investments

[Under Armour Hits Play on K-Pop Partnership](#)

August 5, 2026 via Retail Dive

[Leonardo DiCaprio and Jeff Bezos Are Teaming to Save Endangered Species With \\$200M Initiative](#)

August 4, 2026 via Hollywood Reporter

[Falcons, RB Robinson Reach 3-Year Deal Worth up to \\$75M](#)

August 4, 2026 via ESPN

[Inside Derek Jeter's Bet on America's College Towns: 'That Passion Isn't Something You Can Manufacture'](#)

August 4, 2026 via Boardroom

[The Influencer Bubble is Finally Popping](#)

August 4, 2026 via Fast Co Design

[Man United Announce Record-Breaking Sponsorship Deal with Betting Firm](#)

August 4, 2026 via The Independent

[Shohei Ohtani Appointed Global Brand Ambassador for LANDCROS](#)

August 4, 2026 via EIN Presswire

[Tyla Joins Kate Spade NY as Global Brand Ambassador](#)

August 3, 2026 via BizCommunity

[Why Investors Are Rushing to Bring Athletes Into Sports Ownership Groups](#)

August 3, 2026 via Front Office Sports

[Breeze Airways™ Names NFL Legend Drew Brees as Brand Ambassador](#)

August 3, 2026 via GlobeNewswire

[The Celebrity Tequilas Making Their Mark in 2026](#)

August 3, 2026 via Haute Living

[Liverpool Targets U.S. in Push for 40 Brick-and-Mortar Stores Worldwide](#)

August 3, 2026 via Sportico

[Twitch Phenom Cinna Declares for Bang Energy During Record-Breaking Subathon Attempt](#)

August 1, 2026 via PR Newswire

[Callum Turner Joins Johnnie Walker Blue Label](#)

July 31, 2026 via The Spirits Business

[Mark Cuban's Las Vegas A's Investment is His 'Sports 2.0' Dallas Mavericks Playbook All Over Again - With One Key Change](#)

July 31, 2026 via Fortune Magazine

Sports

[Supreme Court Must Go to Bat for Baseball Great Roberto Clemente - and Defend Our Property Rights](#)

August 6, 2026 via New York Post

[The Rise Of The Super Bowl: How Michael Jackson, Elvis Presto & The Apple Mac Changed The Face Of The Halftime Show Forever](#)

August 5, 2026 via Deadline

[What Critics of College Athletes Making Money Get Wrong About Name, Image and Likeness Policies](#)

August 5, 2026 via LancasterOnline

[Kansas City Chiefs Drop GEHA Field from Stadium, Return to Simply Arrowhead Stadium](#)

August 5, 2026 via ABC

[World Cup Hero Ferran Torres of Spain Throws First Pitch at Yankee Stadium](#)

August 5, 2026 via LancasterOnline

[A New Football Title Chase Lies Ahead as Women's Flag Football Closes in on NCAA Championship Status](#)

August 4, 2026 via ABC

[Why This Week Is So Important for the Future of College Sports](#)

August 3, 2026 via Sports Illustrated

[A League of Their Own: Colleges Launch Flag Football for Women](#)

August 3, 2026 via Inside Higher Ed

Music Biz

[Audrey Nuna Signs to Republic Records](#)

August 4, 2026 via Variety

[Trebel Music Acquires Superfan Platform Sesh](#)

August 4, 2026 via MusicAlly

Film & TV

[ESPN Posts Second-Largest WNBA Regular-Season Audience on Record](#)

August 5, 2026 via Awful Announcing

['Gilmore Girls' Documentary Filming for HBO Max](#)

August 5, 2026 via Hollywood Reporter

[Celebrity 'Voice' Season Set for 2027 on NBC](#)

August 4, 2026 via Hollywood Reporter

[Incoming MLS Commissioner Larry Berg Discusses Upcoming Media Rights Negotiations, Hydration Breaks](#)

August 4, 2026 via Awful Announcing

[Media Rights Won't be Enough to Bring MLB Owners to Negotiating Table During Lockout](#)

August 4, 2026 via Awful Announcing

[Dua Lipa and Callum Turner Make 'One Night Only' Premiere a Designer Date Night](#)

August 4, 2026 via Women's Wear Daily

[J.J. Watt to Fill in for Suspended Tony Romo in CBS Sports' NFL Booth](#)

July 31, 2026 via Sportico

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