

Shake-Ups on Center Stage: Zion Williamson Parts Ways With Jordan, A\$AP Rocky Considers an NYC Run & Khaby Lame Secures a Near-Billion Valuation

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Welcome back to the Spotlight! Just one year ago, many wondered whether The Grammy Awards would go forward in light of the massive wildfires that devastated Southern California. Nevertheless, the show went on, with partnerships nobly geared towards relief efforts and showing appreciation for firefighters. This year, instead of fire, we have ice and frigid temperatures marring much of the country, though the world most assuredly is still burning (tip of the hat to Billy Joel). So what to expect this year on "music's biggest night?" Look for the K-Pop revolution to take center stage, emerging talent who got their start on TikTok, Travis Kelce to have a role reversal with Taylor Swift by cheering on her (award) receptions and a whole slew of human expression and creativity on which to train AI models. Without further ado, let's see the nominees for this week's Spotlight (where the winner is always you).

- Jordan Brand is discontinuing its signature sneaker partnership with New Orleans Pelicans forward Zion Williamson, after his pro basketball career has fallen short of lofty expectations, leaving him on poor footing with the marketing team.
- Recording Artist A\$AP Rocky is entertaining a run for New York City Mayor. Aside from the fact that I appreciate the whimsy of Rocky, whose legal name is Rakim Mayers, being referred to as "Mayor Mayers," he and his potential First Lady Rihanna could certainly wield influence to work (work work work work) to address the City's..."—in' problems."
- TikTok creator Khaby Lame, who rose to prominence for his viral "life hack" videos made the ultimate life hack by selling an equity stake in his company Step Distinctive Limited at a nearly \$975 million valuation. On a related note, I will henceforth take it as a compliment whenever someone calls my content "Lame."

For inquiries and/or unabashed compliments, please feel free to contact me at

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Endorsement Deals, Sponsorships & Investments

Sponsorships: A Drive to Survive

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Sylvester Stallone-Backed AI Solutions Provider Largo Acquires E-Poll Market Research

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Range Sports Acquires Live Experiences Company Superfly

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TikTok Creator Khaby Lame Makes \$975 Million Deal For His Brand

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Zion Williamson is Losing a Notable Endorsement Line

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Music Biz

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