

# Soap Stars, Billion-Dollar Skincare & Betting Aces: May Closes with a Splash

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Welcome back to the Spotlight! Given the volume of rain across the country recently, I may have to temporarily change the title to "Floodlight." Yikes. I'd say these late nights watching the NBA Playoffs have made me a little loopy, but then again, that joke is standard fare for this space that is often so corny that it would make a Nebraskan farmer blush. OK, enough of that - let's get into some of this week's stories.

- Actress Sydney Sweeney partners with soap brand Squatch on a limited edition bar of soap made with her used bath water. Glad to see **someone** is taking conservation efforts seriously!
- Just three years after launch, Hailey Bieber's skincare brand Rhode is being acquired by e.l.f. Beauty for \$1 billion - which sounds great at first blush, but I know from my research to be wary of an elf that spins things into gold.
- Coffee company Nespresso and recording artist The Weeknd link up for an iced coffee campaign, meaning a recording session with Sabrina Carpenter can't be too far off.
- The WNBA's Las Vegas Aces enter a sports betting partnership with BetMGM - a heart-warming reminder to always bet on yourself.

**For inquiries and/or unabashed compliments, please feel free to contact me at [josh.bloomgarden@foster.com](mailto:josh.bloomgarden@foster.com) or add me on [LinkedIn](#).**

## **Endorsement Deals, Sponsorships & Investments**

### **[Want a Celeb-Endorsed Workout? New KC Gym Will be Backed by 'Friends' Star](#)**

*May 29, 2025 via Kansas City Star*

### **[Garage Beer, Owned by Kelce Brothers, Now Part-Owner of Arena Football Team](#)**

*May 29, 2025 via Fox Business*

### **[MLB Purchasing Stake in Fledgling AUSL](#)**

*May 29, 2025 via ESPN*

### **[Which Celebrity Brands Are Next for a Major Deal? Lady Gaga, Beyonce and More Possible Contenders for the Next Corporate Prize](#)**

May 28, 2025 via Women's Wear Daily

**Historic Deal: Aces Land Sports Betting Partnership with BetMGM**

May 28, 2025 via Las Vegas Review Journal

**Nespresso's Cool Strategy to Captivate Gen Z**

May 28, 2025 via The Drum

**PepsiCo Joins Formula One as Official Sponsor in Multi-Year Global Sponsorship Deal**

May 27, 2025 via Thorold News

**Long One of MLB's Most Popular Teams, Cardinals Now Grappling with Attendance Woes**

May 26, 2025 via Sports Business Journal

**Alexis Ohanian, Chelsea and How to Value Women's Football Teams**

May 26, 2025 via City AM

**High School Football Will Never be the Same in Era of Transfers, NIL Money**

May 25, 2025 via Coastline Pilot News

**Caitlin Clark Could Have 'Billion Dollars' Worth to WNBA as Star Power Reaches Unforeseen Levels**

May 25, 2025 via New York Post

**NFL Academy Player Makes History with First-Ever International NIL Deal**

May 24, 2025 via Fort Worth Star-Telegram

**Here's Why Trae Young, Steph Curry And Other Pros Are Going Back To School**

May 23, 2025 via Forbes

**Off-Field Earnings Push Patrick Mahomes into Top 20 of World's Highest-Paid Athletes**

May 23, 2025 via Kansas City Star

**Sports**

**Hotline Mailbag: Big Ten Revenue Shares for Oregon and Washington, New Pac-12 Playoff Cash and More**

May 26, 2025 via Spokesman The Review

**WWE-UFC Merger: Right Combination for Global Knockout?**

May 25, 2025 via GuruFocus

## Music Biz

### [NYC Council Passes Resolution Endorsing Fair Pay in Streaming](#)

May 29, 2025 via *Digital Music News*

### [Lil Wayne Producer Sues Universal Music Over Millions in Allegedly Owed Royalties: 'UMG Has Simply Taken Advantage of Harrison's Hard Work'](#)

May 26, 2025 via *Digital Music News*

## Film & TV

### [As Live Sports Surge, Scripted Series Fade From Broadcast TV](#)

May 29, 2025 via *Sportico*

### [Netflix Behind Jimmy Carr Comedy Podcast; Champion's League Soccer Breaks Records On Amazon; Prime Video 'Stolen' Trailer - Global Briefs](#)

May 28, 2025 via *Deadline*

### [CBS Reaches Media Rights Deal for Rugby World Cup](#)

May 24, 2025 via *Awful Announcing*

### [Charles Barkley 'Shocked' by Michael Jordan Joining NBA on NBC](#)

May 23, 2025 via *Awful Announcing*

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