

# Sports & Entertainment Spotlight: Celebrities' Latest Bread and Butter Investment Play Seems To Be Homed-in on the Restaurant Industry, Which Begg the Question: What Do They Do With Their Rotten Tomatoes?

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Welcome back to the “Spotlight,” where you can come in for the week's thought provoking Sports & Entertainment stories and stay for the air conditioning. Yes, there's a heat wave in progress here in New York (joining the countless other places in peril on this planet), that I would say feels like a sauna, but that would be an insult to saunas. Happily, as perhaps a vestige of the normal past, my New York Yankees have been bringing the heat (in a non-civilization threatening way) and in so doing, driving viewership to heights not seen in over a decade. Elsewhere in the world of Major League Baseball, player agent Casey Close and his agency Excel Sports Management have dialed up the temperature on radio host Doug Gottlieb, alleging Gottlieb defamed them in reporting via tweet that Close withheld information from (now) Los Angeles Dodgers star Freddie Freeman in his contract negotiations with his former team, the Atlanta Braves. Certainly, for the Yankees' competition's, Gottlieb's and the world's sake, a cooling off would be welcome. But none of which seem all that likely at this point in time. The intense, yet witty heat of a “Spotlight” probably won't help either, but here goes...

- Celebrities' latest bread and butter investment play seems to be homed-in on the restaurant industry, which begs the question: what do they do with their rotten tomatoes?
- Texas Tech University's NIL collective announced it will provide \$25K to each of 100 football players. That's just about the best participation trophy I could dream of.
- Rapper Cardi B is being called to testify in a trial related to sexually suggestive cover art for one of her mixtapes, for which she allegedly photoshopped the plaintiff's distinctive tattoo onto someone else's body. The testimony is sure to generate ink of its own.
- Coinbase seems to be banking on a “Groundhog Day”-like reset for its NFT Marketplace, with the help of beloved actor and comedian (and not someone you would think of when it comes to NFTs) Bill Murray, with new "drops." If all else fails, Coinbase will have someone to handle their ghosts and gophers.

**Endorsement Deals, Sponsorships & Investments** [Run the Jewels & Brooklyn Brewery's](#)

[New Craft Beer Collaboration Launches](#) July 20, 2022 via Yahoo Finance

Run The Jewels, the prolific duo of Killer Mike and EL-P, and renowned craft beer stalwarts Brooklyn Brewery, who helped pioneer the American craft beer revolution, just launched their new collaborative brew: a double pilsner, dubbed 36" Chain.

[College Hoops Tourney Forms NIL Collective to Benefit Players](#) July 20, 2022 via Sportico

*(subscription may be required)*

Now that many college sports fanbases have established NIL collectives to support college athletes, a basketball event is getting in on the action.

[Texas Tech Collective to Offer \\$25,000 NIL Deals to 100-Plus Football Players](#)

July 19, 2022, via The Athletic

One week after Texas Tech announced a \$200 million football facilities project, a group of Red Raider boosters announced Monday they're taking their support to another level with a NIL program that will offer \$25,000 deals to more than 100 Red Raider football players.

[Celebrity Net Worth: Priyanka Chopra Makes Her First Fashion Investment](#) July 17,

2022 via The National

In our fortnightly celebrity investment and wealth round-up, Demi Moore expands her collaboration with swimwear label Andie and Griffin Johnson joins hands with a skincare brand Priyanka Chopra wears an embellished ballgown at the Miss World final, which she won, at London's Millennium Dome on November 30, 2000.

[Why Are So Many Celebrities Opening Restaurants?](#) July 14, 2022 via Tasting Table

Everyone has a side hustle these days, even celebrities. From Scarlett Johansson's popcorn shop to Ryan Reynolds' Aviation Gin and Jessica Alba's designer diapers, all personal interests and hobbies are now open to monetization.

**Sports** [W Series Hoping to Follow F1's Lead to Reach Goals](#) July 18, 2022 via Sports

*Business Journal (subscription may be required)*

Aligned with Formula One and poised to benefit from the growth of women's sports, the W Series has plans to significantly increase revenue, exposure and its presence in the United States as soon as 2023.

**Yankees' Wins Power YES Network to 10-Year High** *July 18, 2022 via Sportico (subscription may be required)*

As Major League Baseball takes a few days to bask in the midsummer ritual that is the All-Star break, one of its most celebrated franchises is enjoying a much-deserved spell of rest.

**MLB Agrees to \$185 Million Settlement in Minor League Wage Case** *July 16, 2022 via Sport Business*

Major League Baseball has agreed to pay \$185 million to settle a long-running, class-action lawsuit filed by minor league players seeking pay for overtime and minimum wage law violations by MLB clubs.

**Yankees Award Jersey Patch Sponsor Search to Legends** *July 14, 2022 via Sportico (subscription may be required)*

The New York Yankees are starting their search for a corporate sponsor patch to add to the iconic pinstripes. The team has selected Legends, the data and experiences business it co-founded, to manage the search.

**Music Biz** **BMG Acquires Further Music Interests in Simple Minds** *July 20, 2022 via All Access*

BMG has acquired key music interests of Scottish rock band Simple Minds. The agreement with the band's core members, Jim Kerr and Charlie Burchill, includes the publishing rights to more than 240 songs across five chart-topping UK albums, the band's neighboring rights and royalties from their entire recorded catalog.

**Cardi B to Testify as Publicity Rights Case Over Mixtape Artwork Heads to Court** *July 20, 2022 via Complete Music Update*

Cardi B will be testifying in court for the second time this year, next month.

**How the Music Industry Is Being Redefined by Web3** *July 13, 2022 via Yahoo Finance*

Alex Salibian, co-founder & C.O.O. of Nvak Collective PBC, joins Water & Music founder Cherie Hu and Oneof.com C.E.O. & co-founder Lin Dai at Consensus 2022 to discuss how the music industry is being redefined by Web3.

**Film & TV Notre Dame Eyes \$75 Million Annual Media Rights Payout to Stay Independent;**

**NBC Seeks Power 5 Help** *July 18, 2022 via Google News*

It appears it will take \$75 million annually in media rights revenue for Notre Dame independent. That according to a CBS Sports report, which adds that in order to meet that number, NBC is seeking "shoulder programming" from a Power Five conference.

**Adorable Canadian Preschool Series 'Mittens & Pants' Snapped Up by Sky U.K. As**

**Thunderbird Takes Global Media Rights** *July 18, 2022 via Deadline*

Adorable Canadian preschool series "Mittens & Pants" has been snapped up by Sky U.K., with Thunderbird Distribution taking global media and consumer products rights.

**Disney Raises Price of ESPN+ by 43 Per Cent** *July 15, 2022 via Sport Business (subscription may be required)*

Disney is increasing the price of its ESPN+ sports streaming service in the US by 43 per cent to \$9.99 per month from the 23rd of August. The monthly cost of ESPN+ had previously been \$6.99. An annual subscription will rise from \$69.99 to \$99.99.

**OBB Media Signs Unscripted Development Deal With Disney Television Alternative** *July 15, 2022 via RealScreen*

Disney's unscripted wing, Walt Disney Television Alternative, has signed a non-exclusive development deal with Michael D. Ratner's OBB Media, the multimedia production company behind such celeb-led projects as "The Game Plan with Shaquille O'Neal for TNT," and the YouTube Originals docuseries "Justin Bieber: Seasons and Demi Lovato: Dancing with the Devil."

**Non-Fungible Tokens (NFTs) [Global Music IP NFT Platform, MetaBeat, Signs Strategic](#)**

**[Alliance With Leading K-POP Entertainment Companies](#)** *July 14, 2022 via Atlanta New*

*Online*

Global music IP NFT platform, MetaBeat, announced that it has signed strategic partnerships with RBW, WM Entertainment, DSP Media, TR Entertainment, Beats Entertainment, and Studio Jamm.

**[Can Bill Murray Save Coinbase NFT?](#)** *July 17, 2022 via The Motley Fool*

Coinbase NFT has struggled to get off the ground, but a new launch with Bill Murray could bring renewed attention.

**[Laffy Taffy 'Laffs' Go Digital With NFTs Collection](#)** *July 18, 2022 via Confectionery News*

The popular candy brand is known for its delicious fruity, chewy candy, and also its 'dad jokes' that have been on every wrapper since the 1980s.

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