Foster Garvey

Sports & Entertainment Beat

Sports & Entertainment Spotlight: Navigating Uncertainty in 2025

01.17.25

Welcome back to the Spotlight! This may (or may not) be the last weekend that TikTok is operational in the United States, with legislation due to come into effect on January 19, 2025 that would ban TikTok failing Chinese parent company ByteDance's divestment of the short form content-laden social media platform. That may (or may not) be welcome news depending on whether you're a content creator, a national security hawk, a Chinese intelligence officer or someone with "mad skibidi rizz" who just spent the last few weeks choreographing the next big dance trend (none of these necessarily being mutually exclusive, by the way). There may (or may not) be efforts afoot for a last-ditch purchase of the platform and the incoming Trump administration may (or may not) have an Executive Order at the ready to suspend the enforcement of the legislation (something that may (or may not) be legally possible) when President Trump is sworn into office the next day on January 20, 2025. The point is, the only thing that is certain is that nothing is certain. For brands and influencers/endorsement partners in active agreements that call for posts on TikTok, conventional wisdom dictates a wait-and-see approach as we watch the clock (tick-tock, TikTok).

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- Basketballer brothers LaMelo, Lonzo and LiAngelo Ball seem to have made good on their father Lavar's aspirations for them, with LaMelo and Lonzo enjoying $203 million and $85 million NBA contracts, respectively, and LiAngelo (G3 Gelo) scoring off the court with a $13 million record deal from Def Jam. Of course that's nothing compared to Power Ball, whose current jackpot is $330 million.

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- In hopes of moving product off the shelf by aligning with the fastest growing high school sport, Cosmetics brand e.l.f. becomes the first beauty sponsor of the largest high school girls wrestling competition (Wonder Women of Wrestling Tournament). If successful, this will mark the first ever wrestling victory by an elf.

- University of Georgia quarterback Carson Beck is forgoing the NFL Draft for one more year and transferring to the University of Miami for the cool sum of $4.4 million - positioning him to make more NIL money in college than a handful of starting NFL quarterbacks. But more importantly, he also gets an on-campus meal plan and an opportunity to enroll in that Art History seminar he's been hearing so much about.

Endorsement Deals, Sponsorships & Investments

The secrets behind the Kylie Minogue wine brand's meteoric success
January 15, 2025 via City AM

Smaller Portland brands are inking more sports sponsorship deals, study finds
January 15, 2025 via Biz Journal

Toronto Maple Leafs' Nylander lands endorsement deal with iconic snack brand
January 13, 2025 via Daily Hive

e.l.f. Cosmetics Boldly Powers the Future of Girls Wrestling
January 10, 2025 via Business Wire

Drinking Bourbon with Dierks Bentley
January 10, 2025 via Spirits Business, The

Flaggs doubles down on NIL donation
January 10, 2025 via Vicksburg Post

Sports

Miami Hurricanes' Carson Beck To Make More NIL Money Than Denver Broncos Bo Nix NFL Contract
January 16, 2025 via Sports Illustrated

A Look At 4 NBA Stars That Flew On Private Jets Frequently In 2024
January 15, 2025 via Simple Flying

March Madness Will Pay Women's Teams Under A New Structure Approved By The NCAA

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January 15, 2025 via WJOL-AM Radio News

What Does a TikTok Ban Mean for Sports? 'Nothing,' Mark Cuban Says
January 14, 2025 via Sportico

Former UNLV QB who left over payments transfers to new team
January 14, 2025 via Las Vegas Review Journal

Coco Gauff's New Balance 2025 Austrlian Open Tennis Kit Features Marvel Superhero and Sentimental Family Inspiration
January 13, 2025 via Women's Wear Daily

12 California sports teams unite to help those affected by Los Angeles wildfires
January 13, 2025 via Fox News

NHL, NHLPA and ESPN tout 4 Nations Face-Off to unite hockey fans
January 10, 2025 via Campaign Live

Saquon's Rehab Guru Expands Data Platform to 100+ Sports Teams
January 10, 2025 via Sportico

Music Biz

Blackstone Seeks $3 Billion In Sale Of Bob Dylan, Adele Song Rights
January 16, 2025 via Bloomberg Quint

Drake Sues Universal Music Over Kendrick Lamar's 'Not Like Us'
January 15, 2025 via New York Times

Universal Music hits back at Drake, says he 'seeks to weaponize the legal process to silence an artist's creative expression'
January 15, 2025 via Music Business Worldwide

Film & TV

Animator files $10B lawsuit against Disney, claims 'Moana' film idea was stolen
January 14, 2025 via Hawaii News Now

Disney, Fox, Warner Bros. Discovery call off Venu sports streaming service
January 10, 2025 via NBC News

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