

Sports & Entertainment Spotlight: Paris 2024 Kicks Off with Star Power, Legal Battles, and New Partnerships

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Welcome back to the Spotlight! The long wait is over... As unbearable as waiting a week for the next installment of the Spotlight, I am referring to the four year long wait since the last Summer Olympic Games. At the moment, the World's elite athletes from all walks of life, each with their own stories and paths leading them to this point are descending upon Paris, France in search of Olympic glory under their respective flags. Many of the Olympians who are competing already enjoy their fair share of fame, while others - relative unknowns - will undoubtedly rise like a great soufflé (*it's all about the stuff peaks, folks*) reach new heights far above the Eiffel Tower and open avenues more grand than the Champs-Élysées (or Marnier). Others will sink like a bad soufflé (*again, stiff peaks are key*) and flake apart like a perfect croissant.

And if for some reason, my romanticism isn't enough to get you interested in the Games for which advertisers are shelling out an estimated \$1.2 billion, then there is always the star power that NBC Universal is integrating into its Olympic programming. For the final leg of the torch-lighting ceremony (which does not, to my chagrin, have anything to do with crème brûlée), Snoop Dogg-never too far from flammable objects-will be a torch-bearer. Although the Summer Olympics do not have motorsports, there will be plenty of horsepower, with former Denver Broncos and Indianapolis Colts great Peyton Manning, and rapper Megan Thee Stallion playing sizable roles in the promotion of the Games. Additionally, comedians Kevin Hart and Kenan Thompson will be hosting a highlight show throughout the Olympics (with

Thompson hopefully reprising his role of "Pierre Escargots" from his *All That!* days). A little something for everyone it seems, and a whole lot of money-enough to fill the Seine (*infinitely better than the...uhhh... crêpe that the Seine is actually filled with*)-is riding on it.

How was **that** for an Opening Ceremony?

- Drawings by the late King of Pop, Michael Jackson, will soon be going up for auction, or as I like to call them, "Don't stop 'til you bid enough."
- Hydration beverage company Prime is hit with a lawsuit by the US Olympic Committee for use of the Olympics trademark and USA Basketball inspired branding for its limited edition flavor on which it partnered with NBA All-Star Kevin Durant. Not all that surprising Prime would be hauled into court given how notoriously hawkish the Olympic Committee is in protecting its IP - not to mention Prime being an especially attractive defendant due to its liquid assets.
- The horsedrawn wagon is pulling out of Philadelphia as Wells Fargo opts out of its naming rights deal for the 76ers' and Flyers' home arena. Meanwhile, the bandwagon at Madison Square Garden has plenty of room for newcomers.
- The WNBA and dating-app Bumble enter into a new sponsorship focused on forging connections through sports. You might say that they're more than just friends

Endorsement Deals, Sponsorships & Investments

Wells Fargo Center will need a new name after banking giant decides against renewing rights deal in 2025

July 25, 2024 via LancasterOnline

How much have Ohio State football players earned in NIL? AD Ross Bjork sheds light

July 24, 2024 via Columbus Dispatch

Lincoln Financial Group Teams Up With Star Quarterback Jalen Hurts on a Dynamic Brand and Community Engagement Partnership, With a Focus on Financial Wellness

July 24, 2024 via Yahoo Finance

Adidas apologizes to Bella Hadid over 1972 Munich Olympics-linked ad

July 23, 2024 via Moneywatch CBS

Team USA Taps Google as Paris Olympics AI Search Partner

July 18, 2024 via Sportico

Bumble and the WNBA Partner to Champion Connection Through Shared Interests in Women's Sports

July 17, 2024 via Our Sports Central

New Balance and the WNBA Announce Multiyear Partnership

July 16, 2024 via wnba.com

**Why is Logan Paul's Prime drink facing lawsuit over Kevin Durant edition bottle? \$20 million
YouTuber's legal trouble explored**

July 23, 2024 via sportskeeda.com

Sports

NIL deals approved for high school athletes

July 25, 2024 via Jacksonville Today

Troy Aikman Has Edge in Battle With Lamar Jackson Over No. 8

July 22, 2024 via Sportico

Rife with arenas and stadiums, Vegas has room for more, sports executive says

July 19, 2024 via Las Vegas Review Journal

Music Biz

Michael Jackson's Drawings to appear at Auction after Court Ruling

July 25, 2024 via ArtDependence

Small events platform Posh raises \$22M in Series A round

July 25, 2024 via Music Business Worldwide

Spotify estimates that it would have to pay out \$50m if the MLC wins its bundling lawsuit

July 25, 2024 via Music Business Worldwide

Film & TV

NBA rejects Warner Bros. Discovery offer, completing media rights deal with Amazon

July 24, 2024 via Los Angeles Times

The 2024 Paris Olympics: How Networks, Agents & Content Makers Want To Supercharge The Biggest Show On TV For A New Generation

July 22, 2024 via Deadline

NBA reportedly won't include matching rights in new TV contracts

July 19, 2024 via Awful Announcing

Zeam Media elevates John Stamos as chief innovation officer

July 18, 2024 via WAFB

How the World's Biggest Stars Are Bringing the 2024 Paris Olympics to New Audiences

April 23, 2024 via NBCUniversal

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