

Sports & Entertainment Spotlight: PGA Tour and LIV Golf Unite – A Surprising Development in the World of Golf

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Welcome back to the Spotlight! This week, I aim to be your breath of fresh air since the Canadian wildfires are likely depriving you of the same. Another apparent smokescreen (albeit one that did not make the Sun appear red) was revealed in the sports world earlier this week, as the PGA Tour and LIV Golf settled their lawsuit against one another by agreeing to join forces. This news comes despite nearly two years of mudslinging, not the least of which came from PGA Tour Commissioner Jay Monahan, who as recently as last year extolled the fact that, unlike the Saudi-backed LIV Golf, the PGA Tour was not funded by the same coffers that funded the 9/11 terror attacks. As Commissioner, it was Monahan who cut the deal. How quickly things change, particularly when there is seemingly limitless money involved.

Naturally, sideline observers and internet trolls alike have felt compelled to ridicule as inconsequential the decisions of big-name golfers such as Tiger Woods and Rory McIlroy to decline the hundreds of millions of dollars being offered to have them join LIV Golf. But, while Woods and McIlroy must feel like the friends who badmouth another friend's ex, only to find out that friend made-up with and got engaged to the ex, I doubt that they are losing much sleep over their decisions. Not only have they done very well for themselves professionally, but they have also helped bring light to the phenomenon known as "sports washing." It is fair to wonder whether the principled stance factored into iconic soccer star Lionel Messi's recent decision to decline a reported \$1 billion offer to play in Saudi Arabia, in favor of an incentive-laden deal (rumored to include revenue sharing in MLS' streaming rights deal with Apple,

Adidas sponsorship and the right to acquire ownership in a future MLS franchise) to join Inter Miami as a Major League Soccer. That should pair nicely with Messi's Apple+ docuseries.

- The band Coldplay announced that they had reduced carbon emissions from their tour by almost 50%—and not just by cutting their setlist. Meanwhile, the full-throated screaming at Taylor Swift's tour has pushed CO2 levels beyond pre-industrial levels.
- The Cincinnati Bengals and stadium sponsor Paycor are giving back to their community, hosting an innovation pitch competition giving minority-owned businesses a chance to win a sponsorship package for the Bengals 2023 season. Through the sponsorship, the businesses hope to gain brand recognition and, in so doing, answer the question, "WHO DEY?"
- Fashion House Louis Vuitton introduces a luxury NFT collection, making spending money on its merchandise that much harder to justify (sorry, honey!).

Endorsement Deals, Sponsorships & Investments:

[Pata Roja, Magnificent Morsels among six finalists to pitch for Cincinnati Bengals sponsorship deal](#)

June 7, 2023 via Biz Journal

[How a Texas High Jumper Used His TikTok Savvy to Score Nearly \\$1 Million in Deals](#)

June 6, 2023 via TIME

[Louis Vuitton introduces NFT collection featuring \\$42k 'VIA Treasure Trunk'](#)

June 6, 2023 via Crypto News Australia

[NBA Raising \\$271M Debt Offering, Likely for Individual Franchises](#)

June 6, 2023 via Sportico

[NHL sponsorship revenue surges thanks to new virtual ads and jersey patches](#)

June 6, 2023 via Advertising Age

[NBA Champion Andre Iguodala Invests in New NWSL Club Bay FC](#)

June 3, 2023 via Sportico

Sports

['I'm going to Miami': Soccer legend Lionel Messi says he intends to play for Inter Miami](#)

June 7, 2023 via Lancaster Online

Hypocrisy Isn't New in Sports, It's Just More Obvious in PGA Tour-LIV Golf Merger

June 7, 2023 via U.S. News & World Report

PGA and Saudi-backed LIV merge in stunning end to bitter golf rivalry

June 6, 2023 via NBC News

NBA commissioner Adam Silver lays out timeline for possible expansion teams

June 6, 2023 via King 5

Chiefs' Patrick Mahomes, who endorses Adidas, covered up Nike emblem on Royals jersey

June 5, 2023 via Kansas City Star

NCAA, Pac-12, USC Resist NLRB Defining College Athletes as Employees

June 5, 2023 via Sportico

Music Biz

Tupac Shakur gets his star on the Hollywood Walk of Fame nearly 3 decades after his death

June 8, 2023 via Coastline Pilot News

SexyHair Partners with Christina Aguilera in Celebration of 25th Anniversary

June 7, 2023 via WILX-TV

Artist-Songwriter Daniel Ethridge Inks Deal With Curb/Word Music Publishing And Curb Records'

Rodney Atkins

June 5, 2023 via AllAccess

Fix You: Coldplay's eco-friendly tour reduces band's carbon emissions by nearly half

June 5, 2023 via Euronews

Film & TV

Tiffany Haddish Producing Unscripted Projects at Hearst Media Production Group

June 7, 2023 via Hollywood Reporter

Lionel Messi Docuseries Gets Green Light at Apple TV+

June 6, 2023 via Sportico

NBCUniversal Rolls Out Paris Olympics Campaign to 'Save the Date'

June 5, 2023 via Sportico

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