Foster Garvey

Sports & Entertainment Beat

Sports & Entertainment Spotlight: Slime-ulcast for Super Bowl LVIII, Cardi B's Concert Drama, College Sports Revamp, and ASU Stadium's New Identity

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Welcome back to the Spotlight! The time that you invest in reading my weekly streams of consciousness newsletter/post is very much appreciated, and I hope that the little time investment yields a sizable return in one way or another. By the same token, in the sports world nowadays, it has become a remarkable trend to see a who's who of athletes, entertainers and other entrepreneurs putting "some" money into and appearing on the cap tables of upstart sports leagues or teams with a low valuation to later reap the exponential returns that far exceed that which would be expected for an investment in an incumbent sports league/team. Case in point: the millions of dollars being poured into women's athletics, pickleball, under-the-radar soccer clubs (Wrexham AFC), and even (in the latest investment round led by Kevin Durant and Rich Kleiman's 35 Ventures) the National Cycling League. Quite an exciting time to have capital to throw onto the fire in hopes of spinning straw into gold. And while I can't guarantee that you'll make money from reading this piece, I can guarantee that if you do make money from reading this piece, I may ask you for some-or at least a shoutout for an astute Rumpelstiltskin reference. So without further ado, let's dive into what will enrich your mind, and maybe (but probably not) your bank account.

1. Super Bowl LVIII will have a slime-filled alternate telecast this year (a slime-ulcast, if you will). Viewers are encouraged to confirm that their dip is in fact guacamole.

2. A disturbing trend in this summer's concert scene has been showgoers throwing objects at performers. Bronx native Cardi B struck back, tossing her microphone at a member of the audience. The good news

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for Cardi was that she was cleared of wrongdoing as a battery charge against her was dropped. Even better news is that she received a 10 day minor league contract from the Yankees - they need all the help they can get.

3. A new bill designed to revamp the college sports landscape, by, amongst other things, creating a federal standard for name, image and likeness (NIL) was proposed by Texas Senator Ted Cruz. As compared to the other bills floating around Congress, the bill's biggest downside is that it was proposed by Texas Senator Ted Cruz.

4. With a new naming rights deal struck with Mountain America Credit Union, Arizona State University's Stadium is no longer known as "Sun Devil Stadium." Unfortunately, that will have no effect on the temperature.

Endorsement Deals, Sponsorships & Investments

ASU signs huge naming rights deal with Mountain America Credit Union
August 2, 2023 via Biz Journal

How Are Fashion Brands Using NFTs? A Deep Dive into the NFT World with Ethereum, BNB and ogeMiyagi
August 1, 2023 via Analytics Insight

Hollywood Turmoil Helps Sports as Wall Street Bulls Consider Content
August 1, 2023 via Sportico

Man United, Adidas Extend Partnership in $1.2 Billion, 10-Year Deal
July 31, 2023 via Sportico

Nicki Minaj Makes History As First Female Celebrity Playable Character In 'Call Of Duty'
July 30, 2023 via News Break

Business Beyond the Game: D-Wade on Taking Risks, Consumer Product Investing
July 28, 2023 via Sportico

Sports

NBA Star 'Greek Freak' Recalls 'Getting Clowned' For Owning A Google Pixel Instead Of An iPhone - But He Had The Last Laugh

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August 3, 2023 via Benzinga.com

Sen. Cruz Pitches Broad College Sports Overhaul Bill
August 2, 2023 via Sportico

Sponsors of emerging sporting codes can capture fans and rivals alike: Study
August 1, 2023 via mUmBRELLA News

Colorado's Big 12 Leap May Create Super Conferences ... and Legal Issues
July 31, 2023 via Sportico – Law

Commanders Boot DJ, iHeart Fires Him for Sexist Comments
July 30, 2023 via Sportico – Business

'Red flags on top of red flags': Problems mount for UM athletics booster John Ruiz [Miami Herald]
July 30, 2023 via Insurance News Net

After equal pay: how the USWNT can help close sport's wealth creation gap
July 29, 2023 via The Guardian UK

There's not enough Women's World Cup on TV. Feel free to air your fury
July 28, 2023 via The Age

Volunteer Coaches Antitrust Case Survives NCAA Motion to Dismiss
July 28, 2023 via Sportico

Music Biz

Musicians deal with stingy streamers and AI threats, too. So why aren't they on strike?
August 1, 2023 via Seattle Times

Resurrecting Jimi Hendrix: The Power of AI to Expand Consumer Engagement Through Musical Fan Cultures
July 31, 2023 via Managerial and Business Review

What will Spotify's price rise mean for its recording artists and songwriters?
July 28, 2023 via Exec Review

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Film & TV

Sports Leagues Only Partially Monetize Highlights. That May Soon Change
August 2, 2023 via Sportico

'Dreaming Whilst Black': Showtime Acquires Buzzy BBC Comedy From Big Deal Films & A24
August 2, 2023 via Deadline

CBS' New NFL Rights Deal Clears the Way for Slimy SpongeBob Super Bowl
August 1, 2023 via Sportico

Pac-12 Presidents Reportedly Considering Apple-Streaming Media Rights Deal
August 1, 2023 via News Break

Brad Pitt Hits Brakes On F1 Film In Support Of Strike
July 29, 2023 via Sportico

NASCAR Xfinity $800M Deal Marks CW's Biggest Sports Investment Yet
July 28, 2023 via Sportico

Posted in Sports & Entertainment Spotlight

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