

# Sports & Entertainment Spotlight: Tiger Woods and Rory McIlroy's Tech-Infused Sports, Entertainment and Media Company TMRW Sports Announces Investment Backing by Some of the Biggest Names in the Business

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Welcome back to the "Spotlight!" "I'm going to Disney World" is a hallowed (and trademarked) phrase in pop culture, uttered by MVPs of major sports championships, Olympians and even "American Idol" winners before an all-expenses-paid trip to the *Happiest Place on Earth* (the "Spotlight" being a distant second place). Incidentally, I am none of the above and all expenses remain payable, but I am nevertheless giving you and the other seven of my readers the heads up that the "Spotlight" will be on a one-week hiatus while I don a pair of mouse ears in lieu of my writers' hat because, well... I'm going to Disney World. Upon my return, I plan to bring back a "Tomorrowland" of my own, piloting a new section of the "Spotlight," focused on emerging (perhaps Cinderella?) sports-whether it be relatively recent sports skyrocketing in popularity such as pickleball, cornhole and eSports, or sports such as rugby that are well-established elsewhere in the world that are on the precipice of taking a foothold in the U.S. It might sound goofy, daze-y, further out than Pluto, but I might as well "let it go" and give these fields of growth a deserved Spotlight.

- Speaking of tomorrows in sports, Tiger Woods and Rory McIlroy's tech-infused sports, entertainment and media company TMRW Sports announces investment backing by some of the biggest names in the business. I guess my invitation got lost in the mail.
- Speaking of cartoon characters, as if there aren't more pressing (let alone *real*) issues for figureheads in our society to address, another high-profile persona with millions of social media followers, Kyrie Irving used his platform to promote a film that pushes antisemitic disinformation and conspiracy theories. And while he has faced some public backlash, he seems unlikely to face the same response Kanye West received from his sponsorship and endorsement partners.
- Speaking of Cinderella Story, Christmas comes early for Mariah Carey as the \$60 million copyright case alleging infringement by her "All I Want For Christmas Is You" was dropped. Perhaps the plaintiff realized lottery tickets were less expensive than legal fees.

## Endorsement Sponsorship and Investments

**[The FTX Bankruptcy Flameout Won't Burn Larry David or Influencer Marketing](#)**

November 16, 2022 via AdWeek – Headlines

**[Bay Area Sports Teams flee FTX After its Spectacular Collapse](#)**

November 15, 2022 via SFGate

**[China celeb ban: No celebrity endorsement allowed for health supplements – SAMR](#)**

November 14, 2022 via Asia Pacific Food Technology News

**[Binance Pulls out of FTX Bailout Leaving Sponsorship deals in Jeopardy](#)**

November 10, 2022 via Sport Business

## Sport

**[Sportradar Shares Swell on U.S. Business Strength, Quarterly Earnings Beat](#)**

November 16, 2022 via Sportico – Business

**[CONCACAF Signs OneFootball for Soccer Media Partnership](#)**

November 16, 2022 via Sportico – Business

**[Impact Investment Structure Draws New Capital Into Sports](#)**

November 16, 2022 via Sportico – Business

**[FIFA World Cup 2022 Set To Shatter Viewership Records](#)**

November 16, 2022 via MENAFN

**[Nicole Zerunyan Authors Article on Pregnancy Discrimination for Mississippi Sports Law Review](#)**

November 14, 2022 via Lewis Brisbois

**[Inside FTX's Now-Shaky \\$135 Million Deal for Miami's NBA Arena](#)**

November 11, 2022 via Sportico – Business

**[Genius Sports Beats Expectations in Q3 as U.S. Sales Triple](#)**

November 10, 2022 via Sportico – Business

## Music Biz

**[The Hip Hop Nutcracker](#)**

November 16, 2022 via East Bay Express

**[Tencent Music Entertainment Group Releases Golden Melodies Research Report That Explores The Music Industry's Long-Term Value And Potential'](#)**

November 16, 2022 via MENAFN

**[Music Industry Moves: Nilsson's Publishing Catalog Acquired by BMG](#)**

November 15, 2022 via Greenwich Time

## Film & TV

**MLS, Apple Unveil Pricing for Comprehensive Streaming Service**

November 16, 2022 via Sportico (subscription may be required)

**Cinedigm – Mediocre Quarter, Terrific Outlook**

November 16, 2022 via Seeking Alpha

**Apple Announces Landmark Deal with Major League Soccer - with focus on The Consumer Experience and Growing Global Soccer Audience**

November 16, 2022 via Analyst Blog

**UFC-Disney Rights Renewal Talks Nearing Opening Bell, Shapiro Says**

November 15, 2022 via Sportico (subscription may be required)

**Australian TV networks open talks with IOC about Brisbane 2032 deal**

November 14, 2022 via Inside The Games Big Read

## Emerging Sports

**NYCFC Strike Deal for Soccer-Specific Stadium in Queens**

November 16, 2022 via Mlssoccer

**ExxonMobil Partners With Racing Promotions To Blaze The Trail For The Indian Racing League**

November 15, 2022 via Businessworld India

**Pickleball's uphill climb to mainstream success**

November 14, 2022 via Salon News

**[Stephen Colbert's New Celebrity Pickleball Game Plays on TV's Sports Frenzy](#)**

November 9, 2022 via Variety

**[NBA 2K League Bans 6 Players, Coach For Violating Gambling Policies](#)**

October 27, 2022 via Bleacher Report

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