

Spotlight on Star Power: Swift Sets Records, Ohtani Draws Fire & the IOC Breaks Tradition

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Welcome back to the Spotlight! Please accept my sheepish apology-I had planned to use this week's Spotlight to announce Taylor Swift's latest album, "The Life of a Showgirl" but Jason and Travis Kelce beat me to the punch on their "New Heights" podcast. It seems having a top rated podcast, several Super Bowl rings and a high-profile romantic relationship with said recording artist, puts you higher in the pecking order than having a middling newsletter, a few legal profession awards and (checks notes) no prior contact with said recording artist. I'm not mad, Taylor. I'm just disappointed. Granted, we will never have a basis for comparison, but I will give credit where credit is due, as Swift's appearance and announcement of her new album on the podcast has yielded a record for the most viewed podcast in history within the first 24 hours of posting.

It all boils down to yet another example of the melding of sports and entertainment coming together to launch to...new heights. As for me, I still have an announcement, after all: the Spotlight is going on hiatus during a period in which many - myself included ("The Life of a Lawboy"?) - will be on vacation. I hope to see you all back here in September.

- The Estate of Microsoft co-founder Paul Allen is selling ownership of the NBA's Portland Trailblazers to an ownership group led by Tom Dundon. Dundon brings to the table not only sports ownership experience as majority owner of the NHL's Carolina Hurricanes, but also a last name that sounds like an episode of "Law & Order."
- With news of Paramount's \$7.8 billion media rights acquisition for UFC, the mixed-martial arts event promotion company may be abandoning its pay-per-view distribution model about 33 years after first rolling it out, and about 30 years after I learned the distribution model was not "paper view."
- After his translator was convicted for illegal gambling last year, Los Angeles Dodgers All-Star Shohei Ohtani is again courting controversy, this time on the receiving end of a \$240 million lawsuit alleging he

sabotaged a luxury real estate deal in Hawaii. Clearly, the highest paid player in baseball is finding out "Mo' Money, Sho' Problems"

- The International Olympic Committee is allowing event organizers for the 2028 Los Angeles Summer Olympics to allow sponsors to secure naming rights for competition venues, abandoning long-standing tradition against the practice in favor of long-standing tradition of generating as much revenue as possible.

For inquiries and/or unabashed compliments, please feel free to contact me at josh.bloomgarden@foster.com or add me on [LinkedIn](#).

Endorsement Deals, Sponsorships & Investments

[Los Angeles Olympics Will be First to Sell Venue Naming Rights](#)

August 14, 2025 via Front Office Sports

[Popup Bagels Targets Big Growth With PE Owner, Celebrity Investors](#)

August 13, 2025 via Franchise Times

[NBA Approves Boston Celtics \\$6.1B Sale to Chisholm Group](#)

August 13, 2025 via Sportico

[MrBeast Sued by Spalding Over Basketball's Mark of 'The Beast'](#)

August 13, 2025 via Sportico

[Adidas To Replace Nike as University Of Tennessee Outfitter in Ten-Year Deal](#)

August 13, 2025 via SGB Online

[Dawn Staley Details How South Carolina Women's Basketball Deals with NIL, Rev Sharing](#)

August 13, 2025 via Charlotte Observer

[Tom Dundon to Buy Portland Trail Blazers From Paul Allen's Estate](#)

August 13, 2025 via Sportico

[These Women's Sports Leagues Offer Great Opportunities for Brand Support](#)

August 13, 2025 via The Drum

[Dodgers Star Shohei Ohtani and Agent Accused of Sabotaging \\$240M Hawaii Real Estate Project](#)

August 12, 2025 via ABC News

[Aaron Rodgers-Backed Startup Aims to be the IMDb for Pro Athletes](#)

August 12, 2025 via CNBC

Tom Brady Questions Priorities in College Football's NIL Era

August 12, 2025 via MassLive

Shohei Ohtani, Agent Accused of Exploiting Celebrity Status to Force Partners Out of \$240 Million Realty Deal

August 12, 2025 via Fox News

College Football 2025: More NIL Nonsense?

August 10, 2025 via Forbes

Sports

Wrexham Not Slowing Down With \$27 Million Transfer Spree

August 14, 2025 via Front Office Sports

Baba Oladotun Follows Top Basketball Recruits In Reclassifying And Earning Money Sooner

August 11, 2025 via Forbes

Stanford Alum Cameron Brink Relishes Return to Bay Area, Her "Second Home"

August 10, 2025 via Mercury News

Music Biz

Taylor Swift's 'New Heights' Podcast Earns 13 Million YouTube Views in 24 Hours as She Unveils 'The Life of a Showgirl'

August 14, 2025 via Variety

Universal Music Korea Inks Lim Kim-Exclusive As K-Pop Roster Broadens

August 14, 2025 via Digital Music News

Spotify Strikes Licensing Deal with Kobalt that 'Unlocks New Growth' for Songwriters

August 14, 2025 via Music Week

Eminem's 'Stans' Sets Streaming Date

August 13, 2025 via Hollywood Reporter

Signed: Lanie Gardner Is on the Right TRACK; ONErpm Inks Daya, G. Love & Special Sauce

August 12, 2025 via Billboard

Film & TV

Oct. 7 Documentary 'The Road Between Us' to Screen at TIFF After Fest Resolves Concerns

August 15, 2025 via Variety

Skydance Completes \$8B Paramount Merger, Acquires \$7.7B UFC Rights

August 13, 2025 via Web Prone News

Dana White Not Ruling Out UFC Still Doing Pay-Per-Views Under Paramount Deal

August 12, 2025 via Awful Announcing

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