Foster Garvey

Sports & Entertainment Beat

Spring Swings: From NCAA Upsets to Baseball Hopes and AI Legislation

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I write this piece still licking my wounds from a rough week that saw my alma mater University of Wisconsin Badgers lay an egg against James Madison University in the first round of the Men's NCAA basketball tournament (we're still unquestionably the superior Madison) and come up one goal short against Ohio State University in the Women's NCAA Hockey National Championship. That misfortune is to say nothing of my utterly destroyed NCAA tournament brackets.

But no matter.

Just ahead this early Spring weekend is a full slate of opening weekend Major League Baseball games, where I can once again rebuild my hopes (perhaps only to have them dashed in a few months' time) while digging into Cadbury Mini Eggs (only the U.K. version will do). But before that sheer Easter candy bliss, I share the following with you: my Peeps.

- Tennessee becomes the first of these United States to pass legislation entitled the ELVIS Act, that is targeted at Artificial Intelligence (AI) imitations of musical acts. Quite the bit of hypocrisy from the Volunteer State. They turn a blind eye to fat guys with long sideburns, rhinestones and gyrating hips to impersonating an artist, but when a machine gets in on the act, all bets are off.

- Iowa Hawkeyes Guard Caitlin Clark has been a TV ratings machine over the past few months of college basketball. Advertisers and sponsors have already taken note, but now Ice Cube is offering $5 million for her to play 10 games for his 3-on-3 basketball league, Big3. Somehow that offer isn't as shocking as the approximately $75,000 base salary she stands to make next year in the WNBA.

- The NFL is planning to take a regular season game on the road to Brazil, to be streamed exclusively on Peacock. I guess Amazon carrying the game would have been a little too on-the-nose.

Endorsement Deals, Sponsorships & Investments

Good day: Ice Cube, Big3 offer Caitlin Clark $5M

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March 27, 2024 via ESPN

New York Liberty Name Barclays as Jersey Patch Sponsor
March 27, 2024 via Sportico

Top women's college players like Clark and Reese expect NIL deals to stay with them in the pros
March 26, 2024 via Winnipeg Free Press

Sports

A-Rod sounds off after Wolves sale called off
March 28, 2024 via CBS Sports

Emma Raducanu Reveals Musical Talent Amid Tennis Setbacks, Withdraws from Miami Open
March 22, 2024 via BNN Breaking

Music Biz

Tennessee becomes the first state to protect musicians and other artists against AI
March 22, 2024 via NPR

LSU's Flau'Jae Johnson Drops New Song With NLE Choppa As NCAA Tournament Starts
March 22, 2024 via New York Times

James Blake Partners With Subscription Service Vault to Address Streaming Royalty Issues for Artists
March 21, 2024 via Variety

Film & TV

NFL's Christmas Takeover Puts a Bow on Out-of-Home Ratings Jackpot
March 28, 2024 via Sportico

Seth Rogen, Evan Goldberg & James Weaver's Point Grey Pictures Inks First-Look Deal With Lionsgate TV
March 27, 2024 via Variety

NFL Slates September Game In Brazil, Streaming Exclusively On Peacock

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March 26, 2024 via Deadline

Fifth Season Inks Deal With Jessica Chastain's Freckle Films, Studio Toppers Talk TV Contraction, Streaming's Distribution Opportunities & More

March 22, 2024 via Deadline

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Authored by

Joshua A. Bloomgarden

Principal|New York

212.965.4529 josh.bloomgarden@foster.com

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