Foster Garvey

Sports & Entertainment Beat

Star Power & Gridiron Glory: A Super-Sized Weekend in Sports & Entertainment

02.06.26

Welcome back to the Spotlight! Sports and entertainment junkies rejoice, for this weekend not only marks the opening ceremony of the Winter Olympics in Milan/Cortina Italy, but there is also a pretty big (dare I say, "super"?) football game on Sunday, as the Seattle Seahawks and New England Patriots square off in Santa Clara, CA in Super Bowl LX. Both events are likely to be star-studded and brimming with fanfare and intrigue. That's all to say nothing of Sunday's oxytocin and serotonin-inducing Puppy Bowl. Speaking of dogs, while I am cheering on Team USA in the Olympics, I can't say I have one in the fight for the Super Bowl. On the one hand, there's the New England Patriots, who have won championships all too often (except for when they play my New York Giants), on the other hand there are the Seattle Seahawks, who would otherwise be a more sympathetic team but for the fact that a victory will mean that my Washingtonian colleagues will have bragging rights for at least the next year. So, I guess I am just hoping for a good, entertaining game. Some pigs in a blanket wouldn't be bad either. The wonderful thing about the Super Bowl is that it has something for pretty much everyone. And on one day, nearly the whole country sets aside their differences and gravitates to the game, Super Bowl parties, betting and the high-priced, high-profile commercials. In normal times in which everything is not politicized, you might also include the halftime show in that list, but for some reason, some folks are uncomfortable with a musical performance from a bilingual US Citizen. Perhaps they just don't like bunnies or at least not the "bad" ones.

Regardless of your motivations for tuning in, both events will certainly be part of the discourse for the foreseeable future. I think we can all agree it would be really bad timing (hypothetically, of course) for a prominent newspaper to shut down its sports newsroom...

- In light of recent geopolitical tensions, Canadian pop star Tate McRae is in hot water north of the border for appearing in an NBC Sports commercial in support of Team USA if she keeps this up, she might have to start paying for healthcare.
- Leveraging a multiyear partnership and endorsement deal with farm equipment company Kubota, country music star Blake Shelton drove a tractor to Caesars Palace to announce additional dates for his Las Vegas residency. A creative, yet curious sight in a town less famous for tending, than for betting, the farm.
- National Women's Soccer League expansion team, Boston Legacy FC nets a sleeve sponsorship with Hyundai Motor Company, because nothing says "Boston Legacy" like a South Korean car company. After all, who could forget Paul Revere's midnight ride on his Sonata?!

Endorsement Deals, Sponsorships & Investments

© 2026 Foster Garvey PC. All Rights Reserved.

Boston Legacy FC Announces Inaugural Sleeve Sponsorship with Hyundai Motor America
February 4, 2026 via Hyundai

Tate McRae Stars in American Olympic Ad and Canada Wants Answers
February 4, 2026 via Daily Hive

Unrivaled's Road Win Underscores Advertiser Enthusiasm
February 4, 2026 via Sportico

Florida's DeSantis and MLB Commissioner Support New Rays Stadium in Tampa
February 3, 2026 via ABC News

AI Will Supercharge Sports Team Valuations, Says Arctos Partners' Charles
February 3, 2026 via CNBC

Ex-NFL Pro, Commanders Exec Says Women's Sports Is An Undervalued Asset
February 3, 2026 via Front Office Sports

How Otro Capital Blew Past Targets to Raise $1.2B for First Fund
February 3, 2026 via Sportico

LSU was Investigated for Potential Unreported NIL Deals. Here's How the Case Came to a Close
February 3, 2026 via The Reveille

Diageo Sale of Royal Challengers Cricket Team Could Land $2 Billion
February 2, 2026 via Yahoo! News

How Did the ESPN-NFL Mega-Deal Get Approved So Quickly?
February 1, 2026 via Awful Announcing

CVC's Sports Strategy: From F1 to Cowboys
January 31, 2026 via Financial Times

Sports

2026 Winter Olympics: 10 Breakout Stars To Watch At Milan-Cortina
February 4, 2026 via Deadline

Norwegian Skier Hands IOC a Petition to 'Ski Fossil Free' Ahead of the Olympics
February 4, 2026 via ABC News

Ohio House Bill Aims to Ban NIL in Junior, High School Sports
February 3, 2026 via Clermont Sun

© 2026 Foster Garvey PC. All Rights Reserved.

This Spanish Figure Skater May Get to Skate his Minions Program at the Olympics After All
February 3, 2026 via Lancaster Online

NFL Facing Pressure Over Steve Tisch's Link to Epstein
February 3, 2026 via Sports Business Journal

This Olympic Gold Medalist Went From $200,000/Year Sponsorship to $12/Hour Internship: 'It Was a Perfect Fit for Me'
February 3, 2026 via The Sun

NBA Sources Think Kawhi Leonard's All-Star Snub Due to Aspiration Scandal
February 2, 2026 via Awful Announcing

Senior Bowl Hints at Change in Attitude Toward NIL, Transfer Portal
January 31, 2026 via Florida Sun Sentinel

Kansas City is a Hotbed for Girls Basketball. These Recruits Lead the 2026 Class
January 31, 2026 via Kansas City Star

College Athletic Departments Are Wooing Recruits With Content Studios
January 30, 2026 via Front Office Sports

Music Biz

Blackstone Sells Part of Recognition Music Catalog to Sony Music for Over $200M
February 4, 2026 via Music Business Worldwide

Inside the Hidden Profession Ensuring Musicians Get Paid in the Streaming Age
February 3, 2026 via Web Prone News

Ben Platt & Rachel Zegler Bringing 'The Last Five Years' Concert Staging To New York And Los Angeles
February 3, 2026 via Deadline

South Korean Startup Mippia Tackles Music Copyright and Plagiarism Risks in AI
February 3, 2026 via DigiTimes

Anti-ICE Protests, Brilliance by Bieber and the Dalai Lama's First Win: The 10 Biggest Moments at the 2026 Grammys
February 2, 2026 via The Guardian

As AI-Generated Music Advances, Humans Still Lead in Creativity, CMU Research Finds
January 30, 2026 via Carnegie Mellon University

Blake Shelton Uses Tractor to Announce Additional Las Vegas Residency Dates
January 30, 2026 via Farms

© 2026 Foster Garvey PC. All Rights Reserved.

Foster Garvey

Film & TV

YouTube Revenue for Full-Year 2025 Topped $60 Billion, Making Video Platform Bigger Than Netflix
February 4, 2026 via Variety

Rematch Eclipses One Billion Sports Highlight Views
February 4, 2026 via The Whig

Netflix Attacked For Having "Wokest Content In The History Of The World" By MAGA Senators At WB Deal Hearing
February 3, 2026 via Deadline

The First Mainly AI-Generated Super Bowl Ad Is Here, For Better or Worse
February 3, 2026 via Hollywood Reporter

Posted in Sports & Entertainment Spotlight

Authored by

Joshua A. Bloomgarden

Principal|New York

212.965.4529 josh.bloomgarden@foster.com

© 2026 Foster Garvey PC. All Rights Reserved.