

Super Bowl Recap & Industry Highlights: Love, Controversy, and AI Take Center Stage

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Welcome back to the Spotlight! Love is in the air around here for Valentine's Day, which is more than can be said for last weekend's Super Bowl. For one thing, the Philadelphia Eagles, a team for whom I hold no love, handily defeated the two-time defending champion Kansas City Chiefs. In so doing, the Eagles may have at least temporarily blunted Cupid's arrowhead and forestalled a marriage proposal from Travis Kelce to Taylor Swift. Meanwhile, in Kendrick Lamar's halftime show notable on its own for its storytelling and use of hidden and overt symbolism, the artist proved in front of 133.5 million viewers-the most ever for a Super Bowl halftime show-that there is no love lost between him and "Not Like Us" subject Drake. Lastly, and by far most disgraceful was the airing of a bizarre commercial featuring a washed-up rapper/producer (who spent the week leading up to the commercial spewing antisemitism and championing Nazism) filming himself in a dentist's chair, inviting viewers to his brand's e-commerce shop that was offering one item: a white T-shirt emblazoned with a black swastika across the chest. How such a hateful commercial was able to air is beyond disturbing, and made an anti-hate commercial featuring Snoop Dogg and Tom Brady that aired during the first half of the game a distant memory. Serious questions need to be answered-and there ought to be a clear rejection by the entertainment industry of this person's ideas, but for now I suppose I can take a modicum of comfort in the fact there are still some people with moral clarity-the aforementioned rapper/producer had his e-commerce shop shut down and received a divorce petition from his would-be Valentine. Without further ado, allow me to change the crocodile tears to tears of laughter (or at least that's the goal).

- National Women's Soccer League's Gotham FC strikes a sponsorship deal with Unilever's Dove brand to appear on the back of players' jerseys. A much more attractive partnership than a similar deal with "Kick Me."
- Donald Trump, Jr. is investing in a startup seeking to launch an Olympics-style competition in which the competitors can use performance-enhancing drugs. Or as Russia calls it, "The Olympics."
- A production studio called Promise is offering content development deals for AI "talent." Long term, such a move is likely to raise its own set of questions as it could have broad implications for intellectual property law, as well as for human entertainers. In the short term, one question I have is how the "talent" celebrates the news.

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

[Donald Trump Jr. Invests in Thiel-Backed 'Olympics With Drugs'](#)

February 13, 2025 via Sportico

[NWSL's Gotham FC Signs Record Back-of-Jersey Deal With Dove](#)

February 13, 2025 via Sportico

[Planet 13 Continues to Grow the Iconoclast Universe by Adding Mike Tyson, Ric Flair, and Future](#)

February 12, 2025 via GlobeNewswire

[AI-powered sports media company raises \\$13 million, led by Alexis Ohanian and Giannis Antetokounmpo](#)

February 11, 2025 via NBC News

[Tempe brewery signs sponsorship and NIL deal with ASU](#)

February 7, 2025 via Biz Journal

Sports

[NCAA panel recommends flag football as emerging sport for women amid growing popularity](#)

February 12, 2025 via Washington Times

[Eagles' Super Bowl Win Likely Gives Owner Lurie New Stadium Leverage](#)

February 10, 2025 via Sportico

[Tom Brady's \\$740K Watch Is Among Status Brands at Super Bowl](#)

February 10, 2025 via Sportico

[A-Rod and Lore Win Timberwolves, Lynx Arbitration in Sale Dispute](#)

February 10, 2025 via Sportico

[Wisconsin CB Wins Injunction Against NCAA to Play Extra Year](#)

February 7, 2025 via Sportico

[Sharpie Announces 2025 Rookies of the Year: Ashton Jeanty and Tetairoa McMillan](#)

February 7, 2025 via GuruFocus

Music Biz

[Promise announces development deals for "groundbreaking" AI artists](#)

February 11, 2025 via *Tubefilter Feed*

[Kendrick Lamar brings America and 'Not Like Us' into history-making Super Bowl halftime show](#)

February 10, 2025 via *Associated Press (AP)*

[Kendrick Lamar's Super Bowl Show Skyrockets Spotify Streams](#)

February 10, 2025 via *Sportico*

[Hall Of Fame Artists founder Chris Taylor on his global vision for the new management firm](#)

February 8, 2025 via *Music Week*

[Peermusic signs Teddy Swims for neighbouring rights collections](#)

February 8, 2025 via *Music Week*

Film & TV

[Nike's First Super Bowl Ad in Almost 30 Years Celebrates Women](#)

February 10, 2025 via *Sportico*

[Could F1 broadcasts be coming to Netflix?](#)

February 8, 2025 via *SB Nation*

[Blue Harbor Acquires U.S. Distribution Rights to Historical Biopic 'Audrey's Children' \(EXCLUSIVE\)](#)

February 7, 2025 via *Variety*

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