Foster Garvey

Sports & Entertainment Beat

Sweet Beginnings and Shifting Seasons

09.26.25

Welcome back to the Spotlight and Shana Tovah to those, like me, who celebrate Rosh Hashanah-the Jewish New Year. Here's to hoping that the year ahead will be as sweet as apples and honey. The Spotlight will be off next week as I fast in observance of Yom Kippur (the Jewish day of atonement). For those who haven't been around me when I am hungry, consider yourself lucky. For those who have, you're welcome and I am truly sorry. While I am at it, I might as well atone for the words that I have said (or will say while stuck in Long Island traffic due to the Ryder Cup this weekend). I am SOOOO sorry for my sarcasm. And most of all, I am sorry that I am not sorry for my corny dad jokes (some of which appear below!).

- Actor Ben Stiller (who also observes Rosh Hashanah and Yom Kippur) launches his own low calorie soda brand called Stiller's. At 30 calories per serving, it is a better-for-you option that even Derek Zoolander could indulge in. It also already has a huge NFL fanbase in Pittsburgh.
- Having portrayed the New York Yankees' Assistant to the Traveling Secretary in his role as George Costanza (Ben Stiller's father Jerry's on-screen son) on Seinfeld, Jason Alexander is the face of lifestyle brand KITH's New York Yankees collection. You might need to read this one a few times.
- Director Christopher Nolan was elected the new president of the Directors Guild of America-which means that he'll probably hire Cillian Murphy as a union organizer.

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

NFL Wants to Accelerate TV Rights Renegotiations to as Early as Next Year, Commissioner Goodell Says
September 24, 2025 via CNBC

Ben Stiller's Soda Campaign Uses Deadpan Humor to Skewer Celebrity Branding
September 24, 2025 via DesignRush

Audacy Partners with MOGL on NIL Sports Marketing

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September 23, 2025 via Radio Ink Magazine

Sponsor Patches on College Uniforms Would Raise Millions but Some ADs are in Wait-and-See Mode
September 23, 2025 via ABC News

PrizePicks Sells $1.6B Stake, Launches Prediction Markets Business
September 23, 2025 via Front Office Sports

Kith, Yankees Tap 'Seinfeld' Star for Latest Collaboration
September 23, 2025 via Boardroom

'Unprecedented Opportunity': How Marketers are Warming up for the 2026 Fifa World Cup
September 22, 2025 via The Drum

Duke Sues Chinese Counterfeiters Selling on Temu, AliExpress
September 20, 2025 via Yahoo! News

NIL Impacting High School Recruiting
September 19, 2025 via New Orleans WDSU 6

Sports

New Yorkers Relish their Sports and are Ready to be Loud and Liquored up at their Beloved Bethpage
September 24, 2025 via Associated Press

Amazon Reveals New NBA Broadcasters
September 23, 2025 via MSN

Gator QB DJ Lagway's Multimillion-Dollar Brand Comes with a Bottom Line - Winning Games!
September 20, 2025 via Florida Sun Sentinel

Music Biz

Universal Music Group Partners with IP Advisory Firm to License AI Patents
September 22, 2025 via IAM Media

BMG Acquires Country Star Jason Aldean's Recordings a Part of its Single Largest Catalogue Deal
September 19, 2025 via Music Week

Sony Music Group and Spotify Reveal Expanded Global Licensing Deals with Direct Publishing

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Agreement
September 19, 2025 via Music Week

Film & TV

Blippi's Clayton Grimm Inks Overall Talent Deal With Moonbug Entertainment
September 25, 2025 via Deadline

Bollywood Stars Fight for Personality Rights Amid Deepfake Surge
September 23, 2025 via BBC

Disney Tells Streaming Customers It Is Raising Prices In Move Planned Prior To Jimmy Kimmel Controversy
September 23, 2025 via Deadline

Amazon MGM Developing Private Eye Comedy Starring NFL's Marshawn Lynch From 'Dave' & 'Only Murders' Alum Max Searle
September 23, 2025 via Deadline

Christopher Nolan Elected to Lead the Directors Guild of America
September 21, 2025 via Los Angeles Times

Emerging Sports

Girls Flag Football is Taking Flight
September 19, 2025 via The Elkhart Truth

Posted in Sports & Entertainment Spotlight

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