

Sweet Success: Jalen Brunson's Marshmallow Test and the Knicks' Future

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Welcome back to the Spotlight! With Summer in full swing, it's hard to resist the lure of campfire s'mores (and central air conditioning). So it's only appropriate that I discuss the marshmallow, the indispensable core and glue to the s'more, great on its own but elevating the components around it, here in the context of the Marshmallow Test. To those who are unfamiliar with the Marshmallow Test, the concept is that you offer someone (in my case, one of my sugar-craving children) the opportunity to receive one marshmallow now, or wait five minutes to receive two marshmallows. The idea behind the exercise is to demonstrate the value of delayed gratification (something many among us could stand to benefit from these days...).

Last Friday, NBA all-star point guard Jalen Brunson, every bit the indispensable core and glue to the New York Knicks, great on his own but elevating the components around him, passed the Marshmallow Test of all Marshmallow Tests with flying colors. Although Brunson had an opportunity to extend his player contract with the Knicks for approximately \$269 million in 2025, he chose to leave nearly \$113 million on the table in the name of giving the organization flexibility to keep its team together while luring additional pieces in pursuit of an NBA championship. The move not only further ingratiates Brunson with Knicks fans, teammates and the city of New York (you might as well give him a key to the city) but it sets his team up for success and long term marketing potential. That, and he'll be eligible for a \$323 million deal in 2028 or \$418 million in 2029. A marshmallow sweet reward for his delayed gratification. His parents must be proud. Fingers crossed that this post ages well.

- Unscripted reality television production is facing headwinds in Los Angeles, with the primary motivating factor likely being that people have dwindling interest in reality.
- Disney CEO Bob Iger and wife Willow Bay join an already star-studded ownership group in NWSL club Angel City FC, paying upwards of \$87.5 million for a controlling interest in the team at a \$250 million valuation- making the team the most valuable women's professional sports team in the world. To put

things in perspective, that is roughly the price of a one week long Walt Disney World vacation for a family of four.

- Having already introduced American soccer to his incomparable brand of play, Argentinian superstar Lionel Messi is introducing a new brand of sports hydration beverages called "más+ by Messi." Will it stand out among the crowded field of sports drinks by imparting the consumer with Messi's skills? Unlikely, but given the U.S. Men's National Team's unceremonious exit from the U.S.-hosted Copa America 2024 tournament, they can use all the help they can get.

Endorsement Deals, Sponsorships & Investments

Hornets seeking to boost jersey ad revenue following 'MrBeast' departure

July 18, 2024 via Sports Business Journal

Avenue Sports Fund Invests in Trackhouse Entertainment Group

July 17, 2024 via PR Newswire

Canadian Olympian Jessie Fleming signs new lululemon endorsement deal

July 17, 2024 via Daily Hive

Sonic Drive-In inks sponsorship deal with the Southeastern Conference of college sports

July 16, 2024 via Nation's Restaurant News

Connor Bedard signs yet another major endorsement deal

July 16, 2024 via Daily Hive

FAU football players enjoying the return of "College Football 25" video game and NIL benefits that come with it

July 16, 2024 via WPBF

Messi partners with Vancouver company on new hydration drink

July 13, 2024 via Daily Hive

Canadian teen Olympic star Summer McIntosh lands another major endorsement deal

July 12, 2024 via Daily Hive

Sports

Angel City FC to Become World's Most Valuable Pro Women's Sports Team

July 18, 2024 via Yahoo Sports

Physical Tickets Are Making a Comeback-at a Price

July 16, 2024 via Sportico

Saudi Arabia to host inaugural Olympic Esports Games, IOC says

July 14, 2024 via Gulf Business

Brunson takes \$156.5M to help Knicks' flexibility

July 12, 2024 via ESPN

Music Biz

Shamrock buys rights portfolio from Vine Alternative Investments - including 150+ Calvin Harris songs

July 18, 2024 via Music Business Worldwide

Snoop Dogg sued for copyright infringement over alleged use of two backing tracks on B.O.D.R.

July 17, 2024 via Music Business Worldwide

Taylor Swift, Olivia Rodrigo, K-Pop Acts See a Huge Boost in 2024 Sales With 'Variants': The Same Album in Different Packages

July 16, 2024 via Variety

Film & TV

WNBA on the cusp of a \$2.2 billion national media rights deal

July 18, 2024 via Puget Sound Business Journal

Reality TV Filming Plummets in Los Angeles in Major Production Slowdown

July 17, 2024 via The Hollywood Reporter

Los Angeles On-Location Production Falls Again; Q2 Down 12.4% As Scripted TV Rebound Is Offset By Plunge In Reality Fare

July 17, 2024 via Deadline

Florida State wins right to open up ACC-ESPN TV contracts

July 15, 2024 via Sport Business

Charles Barkley has stern criticism of looming NBA venture

July 13, 2024 via *Larry Brown Sports*

New surprising wrinkle with ESPN's new NBA deal revealed

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