Foster Garvey

Sports & Entertainment Beat

Tariffs, Tees & Touchdowns: How Global Trade Hits Home in Sports & Entertainment

04.04.25

Welcome back to the Spotlight! Much as I would love to take your attention away from the "T" word (no...not "torpedo bats"), I feel obliged to open this week with a discussion on the impact of the across-the-board US tariffs on the sports and entertainment industries. At first blush, you might assume that there would be a minimal impact on sporting events, films and television or live musical performances - none of which being commodities in the traditional sense. But step back and consider, for example, fan merchandise. Regardless of whether your official tour t-shirt or your favorite team's jersey is made in the US, the price is almost certainly going to be higher - either because the tariffs drive up the costs of imported goods, or because they provide an economic incentive for domestic manufacturers to increase their prices up to the amount of what the imported goods would be. The same is true of production equipment - much of which is already made elsewhere, if not assembled in the US from foreign components. Concessions prices? Yep. Imported beer and domestic beer (both of which seem especially enticing after looking at your savings) is likely to experience the same price increases. Yes, dear reader. Like a depressing game of "Six Degrees of Kevin Bacon" - everything is interconnected.

- Peyton Manning's Omaha Productions leads a $45 million funding round in creator-driven golf, media and lifestyle brand, Good Good Golf. Manning-who has rode a legendary professional on-field career to success in the years after he hung up his cleats-will not only be able to leverage Omaha Productions to produce new content for the brand, but he may also be able to see what ordinary people do when they retire.

- Rapper Cardi B and Revolve Group announce a beauty and fashion joint venture, seeking to provide "Finesse" to "Girls Like You."

- Carolina Panthers Wide Receiver Xavier Legette lands an endorsement deal with Reese's Peanut Butter Cups. With Legette revealing last year that he eats racoon for Thanksgiving, I am encouraging my children to triple-check the label when Halloween comes around.

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

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CardVault by Tom Brady to open at American Dream
April 2, 2025 via Chain Store Age

Cardi B and Revolve Group Reveal Exclusive Joint Venture
April 1, 2025 via Women's Wear Daily

Lincoln Financial Field unveils refreshed look as part of namesake sponsor's rebrand
March 31, 2025 via Biz Journal

Peyton Manning and Jamie Horowitz's Omaha Productions make first investment
March 31, 2025 via Cyprus Mail

Panthers' Xavier Legette inks sweet new endorsement deal
March 31, 2025 via Fort Worth Star-Telegram

"Disrupt to Democratize": How This Former Art Teacher and Sports Marketer Founded a $75 Million Athlete Media Empire
March 28, 2025 via Entrepreneur Magazine

Sports

Nike, Bulls Quiet as Trump Admin Links Apparel to Gangs
April 2, 2025 via Sportico

Torpedo Bat Sales Soar From Big Apple to Beantown Amid MLB Buzz
April 1, 2025 via Sportico

Athlete Podcasters Draw Praise and Ire Over Dual Roles
March 31, 2025 via Sportico

The Game That Showed How Hollywood Cash Has Super-Charged Wrexham
March 30, 2025 via New York Times

Oregon Ducks Men's Basketball Team Flying Far Enough To Circle The Planet Is The Epitome Of Air Excess
March 29, 2025 via Jalopnik

United States Of Rugby Shows The Realities Of Rugby Union In The U.S.
March 29, 2025 via Forbes

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More than Music City: 3 ways Nashville's growing sports industry is good for local business
March 28, 2025 via Biz Journal

Music Biz

Pophouse Entertainment closes €1.2 billion fund for music catalogues and IP
April 1, 2025 via Music Week

Film & TV

Our Future Festival Home
March 28, 2025 via Sundance.org

Paramount+ Acquires 'The Children Of October 7' Documentary About Israeli Kids Impacted By Hamas Attacks
March 26, 2025 via Deadline

Norman Salik, Who Placed Ray-Bans in 'Top Gun,' Dies at 93
March 24, 2025 via Women's Wear Daily

Fred Rogers Productions Partners with Milton Hershey School on First-Ever Digital Sponsorship for Mister Rogers' Neighborhood
March 24, 2025 via Shippensburg News-Chronicle

Talent Manager's Fraud Claim, Over Buyout of His Share of Company Formed With Client, Is Struck Down
March 21, 2025 via Law Technology News

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