

[Sports & Entertainment Beat](#)

The Raining Champ

09.25.26

Welcome back to the Spotlight! This weekend in the Northeast, it's neither Christmas nor Easter, but, barreling up the coast, we do have a Nor'easter. I'm not sure who's been running marketing for the "th" **th**ese days, but **they** need to do better. In any event, the heavy winds and rain expected in the region set the stage for staying inside on Saturday night to see the face of the New York Knicks' franchise, Jalen Brunson host *Saturday Night Live*-becoming the first Knick and fifth NBA player in history to do so, joining Bill Russell, Michael Jordan, Charles Barkley and LeBron James. There, at 30 Rockefeller Center, the comedic convergence of sports and entertainment will be on full display. I know what you're thinking-"we already get that from you every Friday." You guys are sweet, but in fairness, I neither have an NBA Finals MVP or Championship trophy to my name, nor a global girl group in KATSEYE as a musical guest. That's to say nothing of all of the endorsements, ventures and appearances that Brunson has taken part in during this eventful offseason. One thing I know I'll be looking forward to, amidst the bluster and pitter-patters on my window, will be the callbacks to the Knicks' championship run. Hopefully, that will for a moment take my mind off of the worry that injured New York Yankees slugger Aaron Judge may not be on the Yankees' upcoming MLB postseason roster or the misery that injured New York Giants quarterback Jaxon Dart is out for the remainder of the briefly promising NFL season. *Sigh...*

- Former Starbucks CEO and Chairman Howard Schultz links up with Emmy-winning broadcaster and former Super Bowl champion, Ryan Clark as a strategic partner and investor to help grow Clark's media company, Pivot25. The size of Schultz's investment is not yet known, but it is rumored to be anywhere from tall to venti.
- On the heels of news of Nike's delisting from the S&P 100 Index, French soccer star and former Nike endorser Kylian Mbappe has decided to move on from the brand...to On, signaling an expansion of the Swiss footwear and apparel brand into soccer.
- This year's Red Sea Film Festival has been cancelled this year due to geopolitical tensions in its host country, Saudi Arabia. Fittingly, organizers were divided in their decision.

Endorsement Deals, Sponsorships and Investments

[Travis Scott's Oakley Partnership: Everything We Know](#)

September 24, 2026 via Complex

[Dodgers Star Mookie Betts Signs With 3 Arts Sports](#)

September 24, 2026 via Hollywood Reporter

[Milwaukee Bucks Unveil New Uniform Patch Sponsorship Deal With Uline](#)

September 22, 2026 via BizTimes Milwaukee

[BetUS Signs Dennis Rodman as Brand Ambassador, Adding an Icon to Its Sports Lineup](#)

September 22, 2026 via GlobeNewswire

[Young Thug Launches Primal, A New Creative Holding Company For Talent-Owned Ventures](#)

September 22, 2026 via MENAFN

[Will Arnett Gets in People's Heads in New Subway Marketing Campaign](#)

September 21, 2026 via Nation's Restaurant News

[Steinbrenner Family Selling 4% Yankees Stake in Apollo Deal](#)

September 19, 2026 via Sportico

[On Signs Kylian Mbappé to Signal Soccer Ambitions](#)

September 18, 2026 via SGB Online

[Sydney Sweeney Doesn't Just Star in Controversial Ads. She Helps Engineer Them](#)

September 18, 2026 via Yahoo! Finance

[Kalshi Asks Tribes to Embrace Prediction Markets After First Deal](#)

September 18, 2026 via Sportico

Sports

[NFL Has No Plan to Follow MLB, NBA in Loosening Private Equity Rules](#)

September 24, 2026 via Yahoo! News

[Danny Green to Become Lakers' Primary Road Analyst](#)

September 24, 2026 via Awful Announcing

[Even in the Era of NIL, College Sports Are Stacked Against Student Athletes-Now Lack of Transparency Is Holding Them Back From a 'Fair Market'](#)

September 20, 2026 via Yahoo! Sports

[NIL Era Brings New Wealth - and New Buyers - to College Housing Markets](#)

September 18, 2026 via HousingWire

Music Biz

[Sam Smith and Normani Must Face a Jury Over Dancing With a Stranger as Judge Refuses to End Copyright Case](#)

September 24, 2026 via Music Business Worldwide

[Sony Music Group Becomes First Music Company to Join AI Policy Coalition ARIAM - Alongside Disney, the BBC, and The New York Times](#)

September 23, 2026 via Music Business Worldwide

[Outkast's Trademark Company Sues Rapper Ovrkast, Claiming He Reneged on Deal to Drop 'Nearly Identical' Name](#)

September 23, 2026 via Music Business Worldwide

[Snoop Dogg's Doggyland Joins Big Feelings Music, a New Children's Music Company From CoComelon Owner Moonbug Entertainment](#)

September 22, 2026 via Music Business Worldwide

[AI Learned to Sing in Spanish. Latin Artists Need to Get Paid.](#)

September 20, 2026 via The Hill

Film & TV

[Lawmakers Introduce Bill For 20% Federal Film & TV Incentive](#)

September 24, 2026 via Deadline

[Mekki Leeper Workplace Comedy Set In World Of Private Equity Ordered To Series By Prime Video](#)

September 24, 2026 via Deadline

[Ari Emanuel Is Trying to Get Pat McAfee a Role in 'Heat 2'](#)

September 24, 2026 via Awful Announcing

['Celebrity Sequence' Game Show Based On Board Game In Works From 'Chopped' Creators](#)

September 23, 2026 via Deadline

[Saudi Arabia's Red Sea Film Festival Cancels 2026 Edition](#)

September 21, 2026 via Deadline

[What to Know About Paramount's Settlement and Its Impact on Movies](#)

September 21, 2026 via ABC News

[Chris Paul to Provide In-Depth NBA Analysis in New Series With Words + Pictures, Genius Sports](#)
September 18, 2026 via Awful Announcing

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