

The Spirit of September 12 and the Role of Sports & Entertainment in Bringing People Together

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Welcome back to the Spotlight! After the September 11, 2001 terror attacks on American soil, today's date (September 12) has become synonymous not only with a profound paradigm shift, but also with historic levels of unity, patriotism, mutual aid, resiliency and resolve that emerged in the wake of the attacks. The sports and entertainment world did a tremendous job in the ensuing days to do their part to lift people's spirits-whether it be through tribute songs or New York Mets catcher Mike Piazza's go-ahead home run in the first game played after 9/11. It is amazing to think that as much as it feels like 9/11/2001 was just yesterday, the polarization, hate and violence we see on a daily basis (in no small part due to mass distortions and disinformation on social media), makes it feel as if we're a long way off from September 12. It has been said that the best way to honor the lives lost on September 11 is to be the people we were on September 12. So, go take a break from social media (influencer/branded content deals that I have negotiated and dog photos excluded) and be kind — hold a door for someone, let someone go ahead of you in line, talk to each other and find common ground.

- Music duo Twenty One Pilots sues online marketplace Temu over peddling of counterfeit, knock-off merchandise-which might explain why I recently received a "Twelve Sailors" t-shirt.
- Artificial Intelligence company Anthropic enters into a class action settlement to pay a group of book authors \$1.5 billion for having pirated works to train its chatbot. That's a lot of booty.
- Speaking of boot-y, filmmaker Spike Lee enters an endorsement deal with Timberland to help commemorate the iconic yellow workwear boots' 50th anniversary.

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

CVC Forms \$14 Billion Global Sport Group Focusing on Leagues, Teams

September 11, 2025 via Sportico

Spike Lee Is the Face of Timberland's Latest Campaign, Celebrating 50 Years of Their Iconic Yellow Boot

September 11, 2025 via Variety

Nader Sisters Sign With WME

September 11, 2025 via Deadline

From Borrowing her Mom's Credit Card to a \$1.5 Million Net Worth, WNBA Star Paige Bueckers Wasn't Prepared for 'Super Fast' NIL Financial Jump

September 9, 2025 via Fortune Magazine

Liberty Media CEO: 'Pretty Happy and Comfortable' With Ongoing F1 Media Rights Talks

September 9, 2025 via Awful Announcing

Unrivald Receives \$340M Valuation After Latest Round of Investment

September 9, 2025 via Awful Announcing

'Our Chinese Friends': LeBron James Writes Op-Ed for CCP Mouthpiece Involved in Propaganda Campaign To Deny Uyghur Genocide

September 8, 2025 via Free Beacon

Josh Allen Signs Multiyear Deal with SoFi as Latest Addition to His Portfolio

September 8, 2025 via Sports Business Journal

Anthropic to Pay Authors \$1.5B to Settle Lawsuit Over Pirated Books

September 7, 2025 via The Columbian

Clippers' Steve Ballmer Denies Claim Team Skirted NBA Salary Cap Rules with Kawhi Leonard Endorsement Deal

September 5, 2025 via Fox News

Pitaro: ESPN Willing to Explore Equity Deals with Other Leagues

September 5, 2025 via Sportico

Sports

DK Metcalf on Aaron Rodgers, Acting Ambitions, the Steelers, & More

September 12, 2025 via Boardroom

Charlie Kirk's Death Draws Reaction From Yankees, Across Sports World

September 11, 2025 via Athletic

Music Biz

Twenty One Pilots Accuses Temu of Selling Counterfeit Merchandise in Lawsuit

September 11, 2025 via Columbus Dispatch

Reservoir Acquires Miles Davis' Publishing Catalogue

September 10, 2025 via Music Week

Supertramp, The Police, And Their Royalty Lawsuits

September 10, 2025 via Forbes

Signed: Afrobeats Star Asake Inks Deal With New Management; Omarion Links Up With Create

September 9, 2025 via Billboard

Film & TV

Warner Bros. Discovery Shares Spike on Report David Ellison's Paramount Skydance Readying Acquisition Bid

September 11, 2025 via Variety

Josh Gad Talks Making 'Spaceballs 2' "Worthy" Of Rick Moranis Return To Acting

September 11, 2025 via Deadline

'This Project is Priceless': Roberto Clemente Doc to Screen this Week at Theaters, PNC Park

September 10, 2025 via Pittsburgh Post-Gazette

Israeli Film Industry Calls Boycott Pledge 'Deeply Troubling'

September 9, 2025 via The Guardian

Buffalo 8 Acquires North American Rights To 'PH-1'

September 8, 2025 via Deadline

Lionsgate Inks First Look Deal With Producers Daniel Grodnik & Jeffrey Reisner

September 5, 2025 via Deadline

Emerging Sports

[Hollywood's Superhero Bubble Popped. Now Hit Video Games are Taking the Controls](#)

September 8, 2025 via *Los Angeles Times*

[2K Confirms it's Working on a College Basketball Game, Teases 'Surprises' in 2026](#)

September 5, 2025 via *Polygon*

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