

[Sports & Entertainment Beat](#)

The Spotlight Is Back in Session: Kelce Expands His Playbook, Lil Jon Takes Bronze and AI Music Steps Onto the Industry Stage

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Welcome back! School is back in session and so too is this Sports and Entertainment business classroom we like to call the "Spotlight." Here, the sharpness of your pencils will be matched only by that of my wit, the sardonic humor flows free like a hallway water fountain and that rectangular, cafeteria pizza is almost as cheesy as my jokes. Heck, you might even learn something along the way. Without further ado, please take your seats and have a look at your assigned reading below.

- Everything is coming up Travis Kelce, as the All-Pro Kansas City Chiefs Tight End scores a partnership with American Eagle, while Garage Beer, the company in which he and his brother Jason are major investors, closes a funding round valuing it at \$200M (a 10x increase in just about a year's time). Oh, also his newly betrothed happens to be a billionaire singer-songwriter.
- Rapper and producer Lil Jon wins [third place](#) at the 2025 Muscle Beach fitness competition in Venice, CA. In recognition of the achievement, he received a bronze medal and will henceforth be referred to as "Jon."
- A British man named Oliver McCann (professionally known as "imoliver") makes (AI-generated) waves in the music industry, garnering a record deal from indie label Hallwood Media for his creation of AI-generated music. Certainly not the first time someone with minimal music talent has gotten a record deal and it won't be the last. One thing is for certain: clearing the rights to the music must be a nightmare.

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

[Michael Jordan's Cincoro Is the Latest Tequila to Face a Lawsuit Claiming It's Not Made From 100% Agave](#)

September 5, 2025 via Robb Report

[Kawhi Leonard, Clippers Used Endorsement Deal to 'Circumvent' NBA Salary Cap](#)

September 3, 2025 via Athletic

McLaren Racing F1 Stake Sold at \$5 Billion Valuation

September 2, 2025 via Sportico

Abercrombie's Sports Play Is the Natural Next Step in Its Reinvention

September 2, 2025 via Boardroom

Beyoncé Turns Haircare Into Big Business With Cécred

September 1, 2025 via Forbes

American Eagle Scores Win With Travis Kelce Collaboration, Timed Perfectly To Swift Proposal

August 31, 2025 via Forbes

Why this CMU Professor Says NIL has Created More Parity in College Football

August 30, 2025 via Lancaster Online

Celsius Unveils 2025 NIL Roster to Promote Brand Campaign

August 29, 2025 via SmartBrief

Exclusive-Meta Created Flirty Chatbots of Taylor Swift, Other Celebrities Without Permission

August 29, 2025 via KFGO

Sports

Caitlin Clark Sitting Out Rest Of WNBA Season After Multiple Injuries

September 5, 2025 via Deadline

Roger Goodell Says Taylor Swift a 'Maybe' for Super Bowl LX

September 3, 2025 via Front Office Sports

Billionaire Booster to Run Ads Calling for Congress to Allow National College Sports TV Package

August 29, 2025 via Awful Announcing

Music Biz

Billions in Royalties Lost to Bad Data - It's About Time You 'Know Your Artists'

September 4, 2025 via Digital Music News

Vinyl Records and CDs Spared from New US Import Tariffs

September 2, 2025 via *Music Business Worldwide*

'The Largest IP Theft in Human History': Breaking Down The Years-Long Investigation Into How AI Firms Are Stealing Music

September 2, 2025 via *Billboard*

Sting to Face Fresh Legal Battle with The Police over 'Every Breath You Take'

September 2, 2025 via *Business Matters Magazine*

First 'AI Music Creator' Signed by Record Label. More Ahead, or Just a Copyright Quandry?

September 1, 2025 via *Slash Dot*

Will Smith's AI-Enhanced Tour Video Sparks Backlash Over Deception

August 31, 2025 via *Web Prone News*

The Success of AI Music Creators Sparks Debate on Future of Music Industry

August 31, 2025 via *Economic Times*

Rapper LaRussell has Made Millions by Allowing his Fans to Set the Prices

August 30, 2025 via *NBC News*

Film & TV

Warner Bros. Discovery Sues Midjourney In Latest Copyright Lawsuit Over Use Of Studio Content In AI

September 4, 2025 via *Deadline*

'Bluey' Movie Gets August 2027 Release Date

September 4, 2025 via *Variety*

Tom Holland Scoured the Internet to "Understand" What "Fans Want" in 'Spider-Man: Brand New Day'

September 4, 2025 via *Hollywood Reporter*

Will Smith And Westbrook Set Multi-Picture Deal At Paramount Pictures

September 3, 2025 via *Deadline*

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