

The Wild Business of Sports & Entertainment: Elton John Launches a New Pour, Aaron Judge Prevails in Court, Luke Littler Lands \$27M and Alex Morgan Makes Her Next Play

01.16.26 04.15.26

Welcome back to the *Spotlight!* Many people ask me the same question: "how do you write the *Spotlight* week after week?" After feigning thinking about it for a moment, I reply: "one keystroke at a time." In all seriousness it is hard to do, particularly nowadays when the world is, well...all seriousness. Often, I feel constrained in what I write (hard to believe, I know), so the finished product is merely a speck of what's on my mind at any given time. That might be for the best. In any event, against the backdrop of all the depressing, really-not-so-great things we hear about on a daily basis I'd like to take cues from the very industries that are the backbone of the *Spotlight* (Sports and Entertainment, if you haven't gotten that yet) and embrace some hope and indulge in a much-needed distraction. So, we can lean into this year's awards season (just as long as the stars don't presume to lecture you on a topic they know nothing about), and even what has so far been some rather captivating NFL playoff games. And if, on the heels of signing a future Hall of Fame head coach (John Harbaugh), my unbridled enthusiasm for the New York Giants' prospects for next season (following a dismal showing this past year) is any indication, you need not even have a dog in the race. After all, everyone loves a good comeback story.

- Legendary singer-songwriter Sir Elton John launches (like a rocket man) an alcohol-free sparkling wine. Great news for revelers who want to down an entire bottle of wine and proclaim, "I'm still standing!"
- New York Yankees' MVP slugger Aaron Judge prevails in a decade long battle to block an individual from registering trademarks for Judge's nicknames "ALL RISE" and "HERE COMES THE JUDGE." So, maybe a good omen for a World Series victory also...?
- Teenage British Darts phenom Luke Littler signs a \$27 million sponsorship deal with Target Darts. I'll repeat: \$27 million to sell darts. Those of us working away with our nose to the grindstone must think that is a big load of bulls...eye.
- Former U.S. Women's National Soccer Team star Alex Morgan invests in Women's Indoor Golf League, WTGL, a joint venture between the LPGA and TMRW Sports. OMG that's a lot of letters, LOL.

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

[Alex Morgan Leads Investor Group for Women's Indoor Golf League](#)

January 15, 2026 via Front Office Sports

[Why \\$100 Million in Endorsements Says Shohei Ohtani is the Global Face of Sport](#)

January 14, 2026 via AOL

[Aaron Judge's 'All Rise' Legal Win Highlights Key Trademark Lesson](#)

January 13, 2026 via Sportico

[Why Has Elton John Launched an Alcohol-Free Alternative to Champagne?](#)

January 12, 2026 via The Drinks Business

[Bryce Harper Calls Himself a 'Free Agent' for Apparel After Deal with Under Armour Lapses](#)

January 10, 2026 via The Banner

[Little Signs Sponsorship Deal Worth Reported £20m](#)

January 9, 2026 via BBC

Sports

[NFL, PGA Tour Won't Let Players Endorse Prediction Markets](#)

January 15, 2026 via Front Office Sports

[We Need Transparency in College Sports](#)

January 14, 2026 via The Hill

[LeBron James to Wear 23 Seasons Patches That Will Be Turned Into Trading Cards](#)

January 12, 2026 via Sports Collectors Daily

Music Biz

[Jessica Simpson Signs With Independent Artist Group for Representation](#)

January 14, 2026 via Variety

[Mark Cuban Invests in Music Events Company Burwoodland: 'In an AI World, What you Do is Far More Important than What you Prompt'](#)

January 14, 2026 via Music Business Worldwide

[In Landmark Termination Rights Ruling, Appeals Court Says Songwriters Can Reclaim Global Copyrights Under US Law](#)

January 14, 2026 via *Music Business Worldwide*

[Musk's X Sues Music Publishers Over Alleged Licensing Conspiracy](#)

January 12, 2026 via *Claims Journal*

[Los Lobos Sue Sony Music & Sony Pictures Over 'La Bamba' and 'Desperado' Royalties](#)

January 12, 2026 via *Music Business Worldwide*

Film & TV

[Unrivaled Off to Grim Start in Year 2 as Viewership Craters](#)

January 14, 2026 via *Awful Announcing*

[FIFA Partners with TikTok for 2026 World Cup Live Streams and Highlights](#)

January 9, 2026 via *Web Prone News*

Posted in [Sports & Entertainment Spotlight](#)

Authored by

[Joshua A. Bloomgarden](#)

[Principal|New York](#)

212.965.4529_josh.bloomgarden@foster.com