Foster Garvey

Sports & Entertainment Beat

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

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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.

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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

Littler 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

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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

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