

This Week: Happy Gilmore 2 Tees Off, Cal Raleigh's Honey Bucket Deal in Seattle, and Snoop Dogg Rolls with Swansea

07.25.25 01.07.26

Welcome back to the Spotlight! Somehow, we're nearly in the month of August, which feels both like this year has been going by really quickly, despite it feeling at times like it has gone by really slowly. Time is truly a mystery. Take for instance the fact that Adam Sandler's classic sports comedy film "[Happy Gilmore](#)" premiered nearly 30 years ago. Although it certainly feels like 30 years since I saw the movie for the first time, the fact that it has endured through pop culture references and quotable lines has always made it seem closer in time (that and the fact that I have probably seen the movie once for every year that's passed by).

Well, today starts a new clock, as "[Happy Gilmore 2](#)" premieres with a star-studded cast of actors (including many reprising their roles from the first movie), entertainers and professional athletes-evidently not all mutually exclusive categories. So, I for one, am looking forward to a healthy dose of 90s nostalgia (in my biased opinion, the best decade to have been a kid)-unfortunately without the trip to Blockbuster-mixed with something entirely new for this era. I can only hope thirty years from now, my kids look back on this time the same way. I'll probably wait a few more years to introduce them to Mr. Gilmore, though...

- In celebration of the premiere of the aforementioned "Happy Gilmore 2," Spotify and Netflix partner up on an interactive video game replete with audio clips, film references and soundtrack playlists. A clever tie-up for two companies that know a thing or two about links.
- Seattle Mariners All-Star Catcher, Cal "Big Dumper" Raleigh enters an endorsement relationship with portable toilet company, Honey Bucket. Sometimes the jokes just write themselves.

- Snoop Dogg becomes the latest celebrity to invest in a soccer club, taking an ownership Saks in Welsh team Swansea A.F.C. It wouldn't be surprising if he offers to help out the groundskeepers, too-given his penchant for grass.

Endorsement Deals, Sponsorships & Investments

FCC Approves Paramount-Skydance Deal After Skydance's CBS Ombudsman, Anti-DEI Pledges

July 24, 2025 via Variety

Spotify and Netflix Link Up for 'Happy Gilmore 2' Campaign

July 24, 2025 via Hollywood Reporter

Should college athletes be employees? House panels say no

July 23, 2025 via Roll Call

Halo Sports & Entertainment CEO Gillian Zucker spends her days figuring out how to 'make people's jaws drop'

July 23, 2025 via Fortune Magazine

NFL Star Odell Beckham Jr., Who Converted His Salary To Bitcoin In 2021, Says, 'Safe To Say We Still Happy With Our Decision'-Here's What It Is Worth Now

July 22, 2025 via Yahoo! News

Snoop Dogg the latest star to buy into the soccer club ownership game

July 21, 2025 via Las Vegas Sun

Outreach Talent Group Moves Into Gaming Space With Double Hire & New Signings

July 21, 2025 via Deadline

WNBA All-Star Player Pay Moves Began Well Before Shirts and Signs

July 21, 2025 via AdWeek

Polymarket's \$112M Acquisition Sets Up U.S. Return in 'Near Future'

July 21, 2025 via Sportico

Noel Gallagher is definitely maybe a perfect fit for Levi's

July 20, 2025 via The Times UK

Unrivald announces NIL deals with 14 college players, including JuJu Watkins and Flau'Jae Johnson

July 19, 2025 via Lancaster Online

Terrelle Pryor, who left OSU after 'Tattoogate,' won't get backpay after NIL lawsuit dismissed

July 19, 2025 via Columbus Dispatch

Cal Raleigh lands best endorsement deal ever

July 18, 2025 via Larry Brown Sports

Here's Every WNBA Player Who's Ever Had - or Will Soon Have - a Signature Sneaker: Dawn Staley, Sabrina Ionescu, A'ja Wilson + More

July 18, 2025 via Footwear News

Streaming Strikes Again! With NBA Now in the Fold, Peacock Raises Prices

July 18, 2025 via Sports Illustrated

Emerging Sports and AI Offer New Opportunities for Sponsorship Industry

July 18, 2025 via AdWorld

With her app Smash, Kesha can be whoever she wants - even a tech CEO

July 18, 2025 via Tech Crunch

Kidz Bop Releases Brand New Album 'Kidz Bop 51' Featuring Hits "Apt" & "Pink Pony Club"

July 18, 2025 via GuruFocus

Restaurant brands leverage the growing popularity of the WNBA

July 18, 2025 via Nation's Restaurant News

Sports

Trump Executive Order on College Sports Unlikely to Move the Needle

July 22, 2025 via Sportico

Music Biz

UK major labels commit to 'landmark step' of per diem payments to songwriters for sessions

July 23, 2025 via Music Week

George Strait Brings Venerable Sounds to a Surprisingly Youthful Audience at Sold-Out SoFi Stadium: Concert Review

July 21, 2025 via Variety

Five Finger Death Punch takes a swing at reclaiming their metal hits, with some inspiration from Taylor Swift

July 19, 2025 via *Los Angeles Times*

Film & TV

Tony Robbins Sues Over Unauthorized AI Chatbots

July 23, 2025 via *Variety*

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Authored by

[Joshua A. Bloomgarden](#)

[Principal|New York](#)

[212.965.4529](tel:212.965.4529) josh.bloomgarden@foster.com