

# This Week in Sports & Entertainment: Crazy Mountain Joins the NA Beer Boom, Chance the Rapper Tests the Risks of an Unwritten Deal, TD Garden Lands in a Cannabis Fight and Netflix Eyes Affleck's AI Venture

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Welcome back to the Spotlight! If you've had bad luck up to this point on this Friday the 13th, then carefully set down your mirror, throw some salt over your shoulder, step over that crack and let this week's edition be the rune that reverses the magical curse. This past week, a reversal of magic incidentally puts you in good company with the likes of the NBA. Indeed, after public outcry surrounding the Atlanta Hawks' decision to pay homage to the southern city's well-known (not to me, I promise) strip club, "Magic City" during an upcoming home game against the Orlando Magic, NBA Commissioner Adam Silver has stepped in to put the kibosh on the idea. Although fans who purchased tickets for the game in hopes of celebrating the establishment may seek refunds (presumably in \$1 bills), I must say it is refreshing for common sense to prevail in a world where so much is upside-down. Still, it's fair to question why anyone thought the promotion would have been a good idea. Atlanta does have other, more wholesome things that it is known for. Even if peaches aren't in season, you still have a vibrant musical scene, Coca-Cola, the Civil Rights Movement...the list goes on. Enjoying this so far? As luck would have it, there is a bunch more...

- Years after famously cashing in on their Casamigos Tequila brand in a deal valued at about \$1 billion, George Clooney, Rande Gerber and Mike Meldman are venturing into the growing non-alcoholic beer business with a new brand, "Crazy Mountain." Evidently, they used the tequila money to buy a wagon.
- An ongoing trial between independent hip hop artist Chancelor Bennett (professionally known as "Chance The Rapper") and his former manager highlights the risks of working with a manager without a written agreement in place. After all, since friends may later become enemies, it's best not to leave the financial terms up to chance.
- TD Garden, the home arena to the Boston Celtics is in a trademark dispute with local cannabis shop, The Boston Garden Dispensary. Whatever the outcome, green is guaranteed to prevail.
- Netflix is shelling out as much as \$600 million to acquire Ben Affleck's AI filmmaking company, InterPositive. Affleck's only regret?: his company wasn't around to salvage "Gigli."

## Endorsement Deals, Sponsorships & Investments

### [A New Kind of Buzz](#)

March 10, 2026 via LA Mag

### [Grambling Succeeds in Effort to Get Trademark for Packers-Like 'G' Logo](#)

March 10, 2026 via Green Bay Press

### [College Sports Commission NIL Go Report: 63% of Deals Tied to School Boosters in Last Two Months](#)

March 10, 2026 via On3

### [Kevin Durant, Texas, Nike Announce NIL Program, Madison Booker First Athlete to Sign Deal](#)

March 10, 2026 via On3

### [T20 World Cup Triumph: Cricket Stars to See a Surge in Brand Valuation, Endorsement Deals](#)

March 9, 2026 via Hindu Business Line

### [Greg Collins Staying as Donors and Western Kentucky Coach Boost NIL Money for Women's Hoops](#)

March 9, 2026 via San Francisco Chronicle

### [Generative AI Could Spawn NIL Lawsuits Over Deepfakes in Sports](#)

March 9, 2026 via Sportico

### [TD Garden Owner Sues 'The Boston Garden' Dispensary](#)

March 9, 2026 via NBC10

### [Verizon Reviewing NFL Partnership and Other Sponsorship Deals to Cut Costs](#)

March 6, 2026 via Yahoo!

## Sports

### [World Cup Games in Foxborough on as Sides Reach Deal](#)

March 12, 2026 via ESPN

### [NWSL's Jessica Berman Eyes World Cup Boost, Media Rights Future](#)

March 9, 2026 via Sports Business Journal

### [NFL's Ongoing Negotiations with Refs Union Reportedly Not in a 'Good Place'](#)

March 9, 2026 via Awful Announcing

### [Trump Plan to Make College Sports Great Again Faces Legal Barriers](#)

March 9, 2026 via Sportico

### [Fanatics Flag Football Event Relocating to Los Angeles](#)

March 9, 2026 via Yahoo!

## Music Biz

[Quincy Jones' Estate Sells Catalog, Including Stake in Michael Jackson Classics](#)

March 12, 2026 via Rolling Stone

[Chance the Rapper Faces Off With Former Manager in Court Amid Years-Long Legal Battle](#)

March 11, 2026 via Chicago Sun Times

[Wasserman Rebrand Full Steam Ahead As Formal Bidding For Embattled LA28 Chief's Empire Begins](#)

March 9, 2026 via Deadline

## Film & TV

[The NFL Plots New Thanksgiving Eve Game as Its TV Takeover Continues](#)

March 11, 2026 via Hollywood Reporter

[Hulu Developing Yacht Rocker Comedy From Theodore Bressman, Neel Shah & 20th Television](#)

March 10, 2026 via Deadline

[Netflix Acquires AI Filmmaking Startup Founded by Ben Affleck](#)

March 8, 2026 via CBS8

## Emerging Sports

[Valve Is Hit by Another Lawsuit - This Time, It's the Performing Rights Society](#)

March 10, 2026 via Wccftech

[Synergy Sports Capital: \\$150 Million Target For Fund Investing In Emerging Sports Leagues](#)

March 6, 2026 via Pulse 2.0

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