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Sports & Entertainment Beat

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."

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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!

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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

Posted in Sports & Entertainment Spotlight

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