

# This Week in Sports & Entertainment: Dolly Parton Launches a Coffee Brand, Shai Gilgeous-Alexander Joins Nike and Hollywood Rallies Behind the NO FAKES Act

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Welcome back to a special Thursday edition of the Spotlight! If you don't know where I am starting off this week's installment, then clearly you have not been paying attention. For those who were not aware, the New York Knicks are NBA Champions (not to mention NBA Cup Champions), riding a historical postseason run to the top (far above a 7'4" unethical French alien) for the first time in 53 years. A cathartic experience for those who have followed this franchise through years of futility and hopelessness. The on court success has translated to a boon for brands, businesses and the players themselves. Fan merchandise and memorabilia company Fanatics reports record-breaking sales on championship merchandise. Sponsors are lining up to hitch their wagons to the Knicks' stars and the players are being treated like royalty. To add to the Knicks fever, millions of people in New York City gathered *en masse* for the Knicks' ticker-tape parade down the Canyon of Heroes to City Hall. As of this writing, the celebration rages on, with many trying to figure out how to get home, others not having a care in the world and all adding core memories on top of those the 2026 Knicks wrote for the fanbase throughout the 5 Boroughs, Westchester, Long Island, the rest of New York and the world. As much as I would have loved to be there in person, I value my personal space (and sanity), and of course, as Knicks' captain, and NBA Finals MVP Jalen Brunson says, "The Magic is in the Work." So, perhaps I'll catch the next one - something tells me we won't have to wait another 53 years for that, despite having a point guard who was too small to lead a team to a championship... until he wasn't.

- Country music star Dolly Parton pours up her own brand of coffee, called "Cup of Ambition." Personally, I would have gone with "Cup of Jo-lene."
- NBA Regular Season MVP Shai Gilgeous-Alexander trades Chuck Taylor for Phil Knight, leaving Converse for a signature sneaker deal with Nike. As a result, the Nike Swoosh may hereafter be referred to as a "foul line."
- The NO FAKES Act is gaining support in Congress after 16,000 SAG-AFTRA members signed an open letter in support of the legislation designed to curb unauthorized AI digital replicas of celebrities-that and because members of Congress received clarity that they could remain in office in spite of the law's name.

## Endorsement Deals, Sponsorships & Investments

[Hyundai, Kia, VW Deploy Sponsorship Campaigns for 2026 World Cup. Here's What Each Brand Brings](#)

June 17, 2026 via Automotive News

[Shai Gilgeous-Alexander Is Officially Part of the Nike Basketball Family](#)

June 16, 2026 via Complex

[Dolly Parton Launches New Coffee Line](#)

June 15, 2026 via Salon News

[CHAMP Makes Investment in Rhoback, One of America's Fastest-Growing Active Lifestyle Apparel Brands](#)

June 15, 2026 via Street Insider

[How David Beckham is the Real Winner of the World Cup After Sealing Four Lucrative Endorsement Deals – And a Hollywood Star](#)

June 13, 2026 via Daily Mail

[AI Engines Now Invent \\$36B in Hedge Fund Collapses — And 1 in 5 Celebrity Deals](#)

June 12, 2026 via PR Newswire

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## Sports

[KAT Call: Knicks' Towns Hunts Trademark While Winning NBA Ring](#)

June 16, 2026 via Sportico

[The Protect College Sports Act Doesn't Include Student Voices. It Should](#)

June 14, 2026 via The Hill

[Mike Breen Finally Gets to Call a Knicks Championship: 'I Feel so Happy for the Fans'](#)

June 14, 2026 via Awful Announcing

[The Gambling Scandal That's Roiling the NCAA](#)

June 12, 2026 via New Republic

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## Music Biz

[Spotify's 'Reserved' Ticketing Feature Launches in the US Today Under a Multi-Year Live Nation Deal, Starting With Indie-Pop Artist Role Model](#)

June 18, 2026 via Music Business Worldwide

[Copyright Lawsuit Against Meta Over Eminem Songs to Proceed on Direct Infringement Claim](#)

June 17, 2026 via Music Business Worldwide

[Ed Sheeran Found This Record in a Second-Hand Store – Now It’s Finally Getting Attention](#)

June 12, 2026 via BBC

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## Film & TV

[Ben Stiller Sets NY Knicks Doc Series With A24, HBO and the NBA After Championship Win](#)

June 18, 2026 via Variety

[Is 'Austin Powers 4' Happening? Mike Myers Says 'Yes' \(but Nothing Else\)](#)

June 17, 2026 via Variety

[Vice Studios Developing Scripted Television Drama With Pablo Torre](#)

June 17, 2026 via Deadline

[Peanuts Music Catalog Owner Lands CBS Licensing Deal After 'Linus and Lucy' Plays in Stephen Colbert's Late Show Finale](#)

June 17, 2026 via Music Business Worldwide

[More Than 16,000 Sign SAG-AFTRA Letter Demanding Congress Pass NO FAKES Act, Which Would Ban Unauthorized AI Images and Videos](#)

June 16, 2026 via Variety

[Fox's \\$22 Billion Roku Buy Could Boost Free Sports Streaming Play](#)

June 15, 2026 via Sportico

[Don Garber Responds to Landon Donovan's Criticism That MLS 'Not Mature Enough' to Abandon Linear TV](#)

June 12, 2026 via Awful Announcing

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