

This Week in Sports & Entertainment: M.I.A. Takes Kid Cudi to Court, FIFA Faces a Mural Matchup and Sydney Sweeney Steps Behind the Camera

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Welcome back to the Spotlight! About 13 years ago, future NBA Hall of Famer Steph Curry famously shunned the mainstream path of signing a brand endorsement and signature shoe deal with Nike, deciding instead to link up with the then far less established brand Under Armour. Curry's decision was instrumental in elevating Under Armour's profile (and stock prices) into the giant we know today. Now, a few months after ending his relationship with Under Armour, Curry has made his leanings clear-passing over brands more established in the US market and signing a deal with the Chinese sports apparel brand, Li-Ning. Fittingly, Curry is shooting his shot from long range. On the surface, it would seem Curry has a penchant for taking the road less traveled, rivaled only by that of Robert Frost. But going a bit deeper, a reported 10 year, \$400 million deal, plus the flexibility to expand his Curry brand beyond basketball and into other sports such as golf, is rather persuasive. It also helps to be in the network of a company that calls the country with the largest economy in Asia (and where nearly everything is manufactured) "home." Perhaps the biggest hurdle will be breaking into the Southeast Asian market, which is already replete with curry. 10 years from now, we may be looking back at this deal as another watershed moment in the trajectory of the Li-Ning and Curry brands.

- Recording artist M.I.A. sues rapper Kid Cudi for \$2.8 million over Cudi's decision to cut her from the remainder of his "Rebel Ragers" tour. In his defense, she did choose her name.
- A Dallas-area artist is suing FIFA after the organization painted over the artist's giant mural to promote the upcoming World Cup matches. The artist is suing for \$25 million or roughly the cost of entry to one World Cup match.
- "Euphoria" star Sydney Sweeney's production company Honey Trap and signs a deal with Sony Pictures, giving the studio the first crack at showcasing her body (...of work) in producer and directorial roles.

Endorsement Deals, Sponsorships & Investments

[NBA Sponsorship Intelligence Report](#)

June 5, 2026 via Sponsor United

[NBA All-Star Paolo Banchero Joins Triad Training Systems as Investor and Brand Ambassador](#)

June 4, 2026 via PRNewswire

[The Big Interview: Bryan Cranston and Aaron Paul Tackle Tequila](#)

June 3, 2026 via The Spirits Business

[Curry's Li-Ning Deal Exceeds \\$400M Value](#)

June 3, 2026 via Sports Business Journal

[Packers, Potawatomi Sportsbook Announce New Partnership](#)

June 2, 2026 via Green Bay Packers

[Beats Reveals New Over-Ear Headphones With Lamine Yamal Social Teaser](#)

June 1, 2026 via CNET

[MLB's Marlins Sell Ownership Stake at \\$1.55 Billion Valuation](#)

May 29, 2026 via Sportico

Sports

[NBA Bans Two Fans for Life After One Runs Onto Court During Game 1, Attempts Selfie with Wemby](#)

June 4, 2026 via AP

[Inside the \\$9 Billion World Cup: How Gianni Infantino Built a FIFA-Dom with a Tight Grip on Soccer's Biggest Global Event](#)

June 4, 2026 via Yahoo!

[Cities See Opportunity in Emerging Sports Markets](#)

June 3, 2026 via Smart Cities Dive

[SEC, Big Ten Oppose Protect College Sports Act](#)

June 3, 2026 via Awful Announcing

[Late Cubs Hall of Famer Ryne Sandberg's Family Embroiled in Lawsuit Over Handling of his Trust](#)

June 3, 2026 via Chicago Sun Times

[Artist Suing FIFA Over Destruction of Dallas Whale Mural Before World Cup](#)

June 3, 2026 via Yankton Daily Press

[Tunnel to Towers Foundation Welcomes Four College Student-Athletes to its NIL Program](#)

June 1, 2026 via GlobeNewswire

Music Biz

[Fast-Growing Producer Royalty Company mprs is Now Buying Producer Catalogs - in Partnership with Milk & Honey](#)

June 4, 2026 via Music Business Worldwide

[Suno Raises Over \\$400 Million, Pushing Valuation to \\$5.4 Billion](#)

June 3, 2026 via Music Business Worldwide

[M.I.A. Says Kid Cudi Fired Her To Boost Tour Ticket Sales](#)

June 2, 2026 via Law360

Film & TV

[Gabrielle Union Set To Exec Produce, In Talks To Headline 'Debbie' Legal Drama In Works At HBO Max](#)

June 4, 2026 via Deadline

[NBA Gets Dream Finals as Wemby Ratings Boom Meets Knicks Mania](#)

June 3, 2026 via Sportico

['John Wick' Sparks Idea Theft Lawsuit Against Lionsgate](#)

June 2, 2026 via Hollywood Reporter

[Off 'Euphoria' & 'The Housemaid', Sydney Sweeney Forms Honey Trap Producing Label; Sony Pictures Sets First-Look Deal](#)

June 1, 2026 via Deadline

[No FIFA License, No Problem? EA Sports Fakes It for World Cup](#)

June 1, 2026 via Sportico

Emerging Sports

[IFFA Launches First-Ever Career Platform Built Specifically for Flag Football](#)

June 3, 2026 via PR Newswire

[Flag Football Moves Toward NCAA Title Status](#)

June 1, 2026 via SGB Online

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