

Wide World of Sports Marketing

Alumnus Opens Doors for Students

BRANDON STEINER '81 spent his years at SU making the most of his experience and trying different things, and now he's determined to create opportunities for current students to explore. Steiner, founder and chair of Steiner Sports Marketing (*steinersports.com*) in New Rochelle, New York, is connecting his company with sport management students, providing them opportunities to manage a new business venture, intern at Steiner Sports, and collaborate on sports memorabilia auctions. He is also working with the college to establish an endowed scholarship fund for sport management students. "I thought it would be a good opportunity to help kids who are interested in the sport management program and might not have the resources to go to SU," Steiner says. "I also wanted to be a little closer to the school, and this was a good outreach."

Along with studying accounting and personnel and industrial relations at the Whitman School of Management, Steiner jumped into college life as an undergraduate student, taking electives outside his major, writing for the accounting newsletter, earning extra money as a cook for fraternities and sororities, and using his marketing skills to organize a social event for area college students at a local night club. "SU just seemed like a land of opportunity for me," Steiner says. "The University has so many things to offer in so many different ways: socially, academically, and sports-wise." He was also a roommate of SU football running back Ken Mandeville '81 and a friend of running back Joe Morris '82. "I got an understanding of what it's like being a Division I player and the work that goes on, which helped me in my career," he says.

After graduating, Steiner worked in hotel and restaurant management positions with Hyatt and Hard Rock Café before starting up his sports marketing business. He began doing consulting and brought in athletes he knew from his previous work to open up restaurants and sports bars. He continued to get calls from businesses in need of high-profile athletes for a variety of projects and events. "I saw this niche that no one was filling, and I filled it," Steiner says. Several years later he developed Steiner Sports Memorabilia to meet the needs of corporate clients who were interested in collectibles. "I had this love for collecting old photos, tickets, and memorabilia, and figuring out different ways to create these products," he says.

Steiner has also created specialized partnerships with such teams as the New York Yankees, New York Mets, Boston Red Sox, and Los Angeles Dodgers to offer game-used collectibles. The idea has extended to his alma mater as Syracuse Steiner Collectibles. Sport management students help run the business, which offers SU sports memorabilia and such opportunities as "meet the coaches" and opening coin tosses. Jim Brown '57 and Donovan McNabb '99 have signed on to autograph products. "If you're an alum or a Syracuse fan, you're going to be able to get some really cool stuff," Steiner says. "And you're helping the University raise money to improve athletics or facilities."

Students with the Sport Management Club have also been collaborating with Steiner Sports Memorabilia, hosting an online auction and an annual Sports Charity Auction at the Carrier Dome. Steiner also welcomes SU interns within the various Steiner companies. "It's amazing what ideas interns come up with," he says. "They are inspiring."

When away from his business operations, Steiner (*brandonsteiner.com*) donates his time to such activities as participating on the Department of Sport Management's Advisory Board and working with Derek Jeter's Turn 2 Foundation. "It's my goal to take a lot of these synergies I've created over the past 20 years with athletes at Steiner and help people," Steiner says. "My wife and I want to take the good stuff we've been fortunate to get and put it to good use."

—Kathleen Haley

