

## LESS IS MORE

*Brandon Steiner '81*

**B**igger names don't necessarily mean greater gains when it comes to athletes and advertising, says Brandon Steiner of Steiner Sports Marketing, a New York City firm that links sports figures to business needs.

"Everybody thinks that if they don't have \$2 million to get Michael Jordan, then they can't get an athlete," which is not true, says Steiner, a 1981 graduate of the School of Management. "Many athletes who may not be drawing cards on a national basis are good in certain regions, and they cost a fraction of what it takes to book a Jordan."

Steiner Sports Marketing is unique in that it represents both companies and athletes, and has more than 200 of each. The athletes are employed for advertising and marketing purposes. When Company A requests an athlete to help hype a gala store opening in City B, Steiner analyzes the client's needs and matches them with the strengths, interests, and abilities of specific athletes.

"Our job," says Steiner, "is to create the ideal marriage between athlete and client."

Steiner formed his company in 1989 and has since created a million-dollar business. His clients include businesses such as AT&T, IBM, The Trump Organization, Pfizer, Chase Manhattan Bank, and Cutty Sark, and athletes such as Don Mattingly, Cal Ripken Jr., Phil Simms, and former Syracuse University basketball star Derrick Coleman.

"We try to understand our customers' needs and get them what they want without spending a fortune," says Steiner.

—BOB HILL



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Brandon Steiner (at right) matches athletes such as former Dallas Cowboys quarterback Roger Staubach with the regional advertising needs of various businesses. Steiner's company represents both businesses and athletes.