



NEW YORK POST

SPORTS EXTRA

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Agent books jocks for all seasons and reasons

By BERNARD BARD

Brandon Steiner runs a speakers' bureau for jocks.

When Konica cameras wanted an athlete to deliver a pep talk to its sales staff, he got former Dallas Cowboys quarterback Roger Staubach.

When disabled Vietnam vets needed a speaker who could dramatize the overcoming of handicaps, Steiner got them them pint-sized Phil McConkey, former wide receiver for the New York Giants.

Steiner runs a sports marketing firm. It matches up the right athlete for sales meetings, store openings and other corporate promotions.

He also runs fan clubs for athletes, finds them book contracts, gets their faces on cereal boxes.

In business just four years, his Steiner Sports Marketing, 49 West 27th St., is grossing "\$2 million-plus" and projects "\$5 million or \$6 million in three years."

Clients include IBM, AT&T, American Express, Trump Castle, Redbook Magazine, Playboy, Caldor, Pfizer, Herman's, Ronzoni, Lehigh University, Syracuse University, A&S, R.R. Donnelley, Boy Scouts, Muscular Dystrophy Assn. and Yoo Hoo, the chocolate



New York Post, Dan Brinzak

SPORTS MARKETER: Brandon Steiner is the man to call if you need a top athlete for speeches, promotions or cereal boxes.

drink.

He's done deals with Rick Barry, Joe Klecko, Earl Monroe, Keith Hernandez, Roger Staubach, Walt Frazier, Otis Anderson, Kevin Maas, David Cone, Oscar Robertson, Dave Cowens, Rodney Hampton, Jim Palmer, Mickey Mantle, Phil Rizzuto, Sugar Ray Leonard, Dennis Johnson, Tommy John, Rick Barry, Bud Harrelson, Mike Gartner, Doc Rivers, John Starks, Walter Payton and others.

He's in his element. As a kid in Flatbush, Steiner was so involved in sports, he broke his nose 15 times playing football, hockey and basketball.

Steiner's 34. He's a born deal-maker. As a boy, he ran a lemonade stand, sold

knishes at Coney Island, handed out fliers on street-corners, had a paper route.

He worked as a bagel baker through high school. At Syracuse University, where he took accounting.

In 1985 he helped open a sports bar downtown that was frequented by many athletes. Business firms often asked him to arrange promotional events with athletes. "That's how I formed my niche."

"People would call me up, 'Can you get me this guy? Can you get me that guy?' I saw there was a need out there. There are hundreds and hundreds of athletes out there who will work at reasonable prices. We try to find out what the the company is trying to accomplish. Then we get the right guy at the right price."