

Leigh Steinberg

Leigh Steinberg, the world's first "super agent," founded his sports law practice in 1975 when he negotiated a then-record contract for the first overall pick in the NFL draft Steve Bartkowski, eclipsing the previous standard bearers in Joe Namath and O.J. Simpson. Since then, Leigh has solidified his name as one of the premiere player representatives in all of sports, and specifically the NFL where he represented a record eight different number-one NFL draft picks, over 60 first round draft picks, and consistently negotiated the largest contracts of the time. His past clients include NFL stars and hall of famers Troy Aikman, Steve Young, Warren Moon, Drew Bledsoe, Ben Roethlisberger, Thurman Thomas, Eric Dickerson, Derrick Thomas, Edgerrin James, Jevon Kearse, and Bruce Smith, boxing legends Lennox Lewis and Oscar De La Hoya, and a plethora of NBA, MLB, and Olympic athletes. In all, Leigh has negotiated over a billion dollars in NFL contracts, and over two billion dollars in athlete contract and endorsement deals.

In addition to Leigh's extraordinary success as a contract advisor, he has played an instrumental role in helping his clients develop meaningful post-athletic careers that both give back to the community and enrich the lives of his clients. Driven by the philosophy that professional athletes possess the cultural influence to reach the masses and have a significant social impact, Leigh has helped his clients to become valuable members of their communities and to be models for imitative behavior. Specifically, Leigh has helped his clients develop over a hundred charitable foundations, which have risen over \$700 million for innumerable causes, including building wings in children's hospitals, assisting underprivileged or abused children, and protecting endangered species. Leigh challenges his players to find a cause, which they feel passionate about and fight for it. For example, Rolf Benirschke's "Kicks for Critters" helped fund protection of endangered species and Warrick Dunn's "Homes for the Holidays" gives single parents the opportunity to own a home for the first time in their lives.

Leigh also contributes his time and efforts to a variety of humanitarian causes. He has actively been involved with the Human Relations Commission, Children Now, Children's Miracle Network, CORO Fellows Program and the Starlight Foundation. He founded and underwrites the Steinberg Leadership Institute, a nationwide program run by the Anti-Defamation League of B'Nai Brith preparing young professionals to fight racism and inequality throughout the world. He created the Steinberg Leadership Program with the Human Relations Commission of Orange County to give leadership and tolerance training to high school and middle school leaders in a series of one-week camps. He has donated time and resources to organizations such as Special Olympics, Juvenile Diabetes Foundation, and Junior Achievement. Leigh's community activism has drawn praise from all over the political world. He has received commendations from Congress, State Senate, State Legislature, the Los Angeles City Council, the Orange County Board of Supervisors, President Reagan, President Bush and President Clinton. Leigh has been named Man of the Year over a dozen times by a diverse group of organizations that include the March of Dimes, Cedars Sinai, the Southern California Boy Scouts, the Orange County and Los Angeles Human Relations Commissions, the Orange County and Los Angeles divisions of the Anti-Defamation League, and several other professional and charitable organizations. Leigh has been awarded the "Keys to the City" of four cities: San Francisco, CA, Memphis, TN, Jacksonville, FL, and Concord, CA.

In 1992, Steinberg helped lead a successful campaign to prevent the San Francisco Giants baseball club from relocating to Florida. For his efforts, then San Francisco Mayor Frank Jordan honored him by declaring "Leigh Steinberg Day" in the city of San Francisco. In 1994, then Oakland Mayor Elihu Harris utilized Steinberg as a consultant in his successful bid to prevent the Oakland Athletics baseball club from relocating to Sacramento or San Jose. Steinberg also served as Co-Chairman of the "Save the Rams" committee and he has been active in pursuits to attract a new football franchise to locate in Los Angeles.

Leigh is also credited as the real life inspiration of the Cameron Crowe film "Jerry Maguire." His wealth of resources and experiences ensure he is frequently sought out to act as a consultant on a variety of entertainment projects, most notably "For Love of the Game," "Any Given Sunday," as well as the TV series "Arli\$\$." Leigh has been featured on national television programs such as "60 Minutes," "Larry King Live," "The Today Show," "Good Morning America," "CNN," "CNN World News," "Charlie Rose," "Fox Business," "Fox News," "CBS Morning News," "Lifestyles of the Rich and Famous," "The Pat Sajak Show," "Morning Joe" on MSNBC, "The Leeza Gibbons Show," "Living Large," and "The Man Show." A host of magazines have covered him including Business Week, Sports Illustrated, ESPN The Magazine, People, Success, Forbes, Playboy, GQ, FHM, LA Times Sunday Magazine, Chicago Tribune Sunday Magazine, San Francisco Chronicle Magazine, United Airlines' Magazine Hemispheres, Hawaiian Airlines' Magazine Hana Hou!, and US Airways Magazine. Leigh has supplied his expertise and colorful commentary on the business of sports and athletes for the "The Dan Patrick Show," "The Herd with Colin Cowherd," "The Jim Rome Show," "Mike and the Mad Dog," WFAN NY, "Coppock on Sports," "Ticket," "The Ticket," 710 ESPN, KFWB 980, and Fan590 Toronto. Throughout the 1990s he was often used as a guest host on "The Jim Rome Show." He has hosted talk radio shows on "Sportsbeat" on KCBS in San Francisco and on the "The Mighty 690" on XTRA in Los Angeles. Currently, Leigh contributes a weekly column to Forbes, The Huffington Post, and Daily Pilot, as well as occasionally contributing a guest column to The New York Times and Sporting News. Leigh's experience has made him a precious commodity for various magazines, penning articles like "The Future of Sports" for the Sports Business Journal, "Around the NFL in 80 Million Dollars" for Inside Sports magazine, and "The Future of Sport" for the Smithsonian Magazine.

Leigh wrote a best-selling book in 1998, *Winning with Integrity*, providing readers insight on how to improve their life through non-confrontational negotiating. The majority of the proceeds raised on his 1999 book tour were donated to the Junior Achievement Educational Foundation. He has also penned the foreword in *Pray Ball! The Spiritual Insights of a Jewish Sports Fan*.

An accomplished speaker, Steinberg has traveled the world addressing topics he is passionate about including sports and entertainment, ethics, leadership, negotiations, concussion prevention, environmental sustainability, and political and economic issues. He has spoken at over 75 college campuses, he has been the keynote speaker in multiple international conferences, and he remains the most sought after expert in the country for issues relating to the business of sports and concussion prevention and player advocacy.