


[HOME](#)
[ABOUT](#)
[CASE STUDIES](#)
[SPECIAL EVENTS](#)
[CLIENT NETWORK](#)
[CONTACT](#)

## Spokesperson Roles

### Ameriquest & Brett/Smith/Lasorda

#### Client Objectives

Ameriquest was looking to launch a Sweepstakes during the 2004 MLB All-Star Weekend.

Looked to create brand awareness and encourage people to log onto Ameriquest.com, the official mortgage company of Major League Baseball.

#### Steiner Sports Solution

Using the campaign slogan "Take a Legend to the World Series sweepstakes," Steiner recommended and secured three baseball legends, George Brett, Tommy Lasorda and Ozzie Smith, for Ameriquest.

#### "Take a Legend to the WS Sweepstakes" Program

- Consumers filled out a brief survey for the chance to watch Game 4 of the 2004 World Series with a friend and their choice of one of the three legends.
- Brett, Smith and Lasorda participated in SMT's and RMT's during the All-Star weekend.

#### "Take a Legend to the World Series Sweepstakes" Results from All-Star Weekend (July 11- July 13)

- 55 radio interviews (ESPN, WFAN, Sporting News, DC101).
- 45 television interviews (CNN, ESPN, Fox News/Sport, WB, NBC).
- 100 media interviews.

