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Disney, milk marketing deals in line for Cardinals' Kurt Warner

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Arizona Cardinals quarterback Kurt Warner has advertising and endorsement deals lined up with the Walt Disney Co. and California Milk Processor Board's notable "Got Milk" ad campaign.

Warner's agents at Chicago-based **Priority Sports & Entertainment** report an upswing in endorsement, marketing and event appearance calls for the QB on the heels of the Cardinals surprising playoff success.

That attention will be magnified even more if the Cards upset the favored Pittsburgh Steelers and Warner adds a second Super Bowl championship to his resume, said Rob Lefko, president of athlete marketing for Priority.

Lefko said interest in Warner for endorsement and marketing deals is up, a book deal is in the works and appearances before business, charitable and religious groups are on the horizon for the Cards QB. Lefko said Warner will sit down after the game and map up his options.

The quarterback's charitable foundation partners with Disney to take disabled and sick children to the company's amusement parks in Florida and California.

Warner and Pittsburgh quarterback Ben Roethlisberger will be featured in national Got Milk ads before the Super Bowl telecast Sunday.

Warner won a Super Bowl in 2000 with the St. Louis Rams.

Cardinals wide receiver Larry Fitzgerald also could build on his endorsement base in the wake of his stellar playoff performances, but his opportunities may be less likely.

Priority handles Warner's marketing, endorsement and appearance deals.



Sporting News Today
Kurt Warner

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