



## Vendors Database – Fact Sheet

*Win AD's Vendors database: Comprehensive online, searchable database of revenue-based contracts including pouring rights, concessions, multimedia rights, ticketing systems, apparel rights, outsourced ticketing, trademark & licensing agreements agreements, and video management.*

We built the Vendors database to support long-term planning, contract negotiations, benchmarking and trend analysis by providing access to thousands of pages of major revenue deals.

Are pouring rights providers also offering scholarship contributions?

What is the standard length of apparel rights contracts in the FCS?

What are the revenue-sharing thresholds for multimedia rights deals in the Big 12?

Do other programs in our state combine athletics and campus pouring rights?

How much free equipment are conference peers receiving from apparel rights deals?

*Win AD's Vendors database is designed for every AD who wants to optimize major revenue agreement negotiations and maintain continuous knowledge of market rates using a library of current, PDF agreements.*

*" We can quickly and easily position ourselves to optimize our next major revenue deal. "*

→ **Win AD's Vendors database enables you to:**

- > Maximize your negotiating leverage with more complete and accurate information
- > Negotiate the best terms with complete knowledge of the entire market
- > See how your revenue sources and contract terms compare to peers and best in class



TO LEARN MORE ABOUT WIN AD

Contact Kevin Cohen at 720-320-9054 or [Kevin.Cohen@WinthropIntelligence.com](mailto:Kevin.Cohen@WinthropIntelligence.com)

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