# How D-I Athletic Departments Are Gaining Competitive Advantage

WIN**AD**

The majority of D-I Athletic Departments, including over 2,000 administrators, utilize the *Win AD* database to gain a competitive advantage. Each year *Win AD* returns tens of millions of dollars back to the market helping athletic departments increase revenue and cut costs. Here are some of the prominent use cases for your athletic department and examples of how your peers are succeeding with *Win AD*.

INCREASE VENDOR REVENUE

By providing access to thousands of pages of current vendor contracts in multimedia rights, pouring, apparel, concessions, licensing, outsourced ticketing, ticketing and video management, *Win AD* provides market visibility and negotiating leverage.
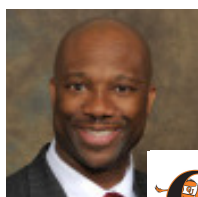
Omar Banks – Athletics Director at Campbell University

" We **doubled our cash** and **increased our product allotment by 50%** while increasing our long term stability."

Dave Nottke – Senior Associate AD for Development & External Affairs at University of Toledo

" By having market visibility, understanding what was out there and being able to effectively negotiate a new deal, **We realized over $1 million in new revenue** on our pouring rights negotiation."

Lee Workman – Former Sr. Associate Athletics Director / CFO - East Carolina University

" Is *Win AD* worth the money? On our most recent apparel deal, if you consider a 6 figure annual return on investment over the next 10 years compared to the *Win AD* subscription fee, it's worth every penny."

WINTHROP

INCREASE GUARANTEE GAME REVENUE

Win AD provides access to 18,000+ guarantee game contracts for M&W basketball and football. By removing the guesswork from high-stakes negotiations, you can increase revenue on the road and contain costs at home.

Allen Greene – Director of Athletics at Auburn University

"*Win AD* is a comprehensive database that has allowed us to maximize our revenues & manage our enterprise in an efficient manner. Our efforts for hiring & negotiating coaches' contracts & **determining market value for guarantee games have been effortless** with *Win AD*. We are better administrators with *Win AD* at our fingertips and the value is undeniable."

Tim Hickman – Deputy Athletics Director / CFO at Missouri

"We've used it extensively for home guarantee games scheduling, and it's definitely been valuable in allowing us to understand the true marketplace. It provides negotiating leverage and confidence."

Dr. Brad Teague – Athletic Director at University of Central Arkansas

"The guarantee game database easily makes *Win AD* well worth the investment. We've seen a 5x return on investment in guarantee game negotiations alone – not including value we receive from the other databases. I highly recommend *Win AD* because it pays for itself."

Brian Hardin – Director of Athletics at Drake University

"*Win AD* has paid for itself many times over while **negotiating numerous guarantee game contracts** and coach contracts. It has also helped us communicate with our university president more effectively. *Win AD* is a great value and is a tool that we'll utilize for years to come."

Rick Kaluza – Sr. Associate AD, Finance and Business Operations at Penn State University

"My experience has been extremely positive and *Win AD* is a resource that is my lifeline when researching and benchmarking coach compensation issues. The funny thing is…I used to use it only for that purpose, but the more I familiarized myself with the product, I realized that it is incredibly helpful in other areas, such as apparel deals, **guarantee games**, concessions providers, etc."

SAVING MONEY

Win AD helps you cut costs for home guarantee game scheduling, drastically reduces staff time required for financial analysis and empowers you to optimize contract negotiations with coaches and staff to save you time and money.

Bob Grant – Director of Athletics at Wright State University

"*Win AD* has been a very powerful tool for us at Wright State University. We have used the data collected in contract negotiations with vendors, **saving us budget dollars and manpower hours** that would have been needed for proper research. We have also used *Win AD* data to help us save money in contract negotiations with coaches and administrators. This program has more than paid for itself."

Drew Marrochello – Director of Athletics at Boston University

"Anyone who's in athletics needs to know the market and be ahead of it. We need detailed information, not anecdotal data. *Win AD* is one-stop shopping. **We saved between $10,000 and $15,000 and *Win AD* paid for itself in one negotiation.** We felt like the service was free from that point forward."


Matt Behnke – Former Senior Associate AD at Florida State

"*Win AD* has proven to be transformative as we negotiate business terms and finalize contracts. It's a game changer for the industry and using the knowledge available, **an athletic department can pay for the annual cost in one business deal and in one day.** This is simply a subscription that cannot be sacrificed…it is just too valuable."

WIN AD PROVIDES OVERWHELMING VALUE

Win AD's broad array of information means your entire staff can use the system throughout the year in a variety of critical use cases. *Win AD* clients experience significant return on investment and unparalleled value.
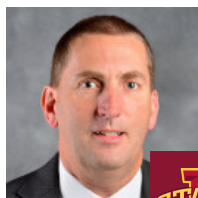
Jamie Pollard
Director of Athletics
Iowa State

"Once you've experienced using *Win AD* data, the price is irrelevant."

Kirby Hocutt
Director of Athletics
Texas Tech

"*Win AD* is one of the best and most valuable services in our industry."

Doug Knuth – Director of Athletics at the University of Nevada Reno

"*Win AD* is one of the most valuable tools available to NCAA administrators. Every important piece of information, contracts, third-party partnerships, analysis and data is available. The value of *Win AD* is impossible to overstate – priceless."

STRATEGIC PLANNING & FINANCIAL ANALYSIS

Win AD contains the most dynamic and comprehensive financial data available anywhere, including sport-level detail and 5-year trending across every revenue and expense category. You can create custom groups of schools on the fly for succinct comparisons when making strategic decisions and communicating with all constituent groups.

Ryan Swartwood - Sr. Associate Director of Athletics - UA Anchorage

"*Win AD* allows our department to make data-driven decisions, whether it be negotiating vendor contracts or benchmarking our finances. Our investment in *Win AD* paid for itself immediately, and has allowed us to manage and measure all facets of our department efficiently and effectively."

Nathan Pine – Athletics Director at USAFA

"The information available through the *Win AD* database is absolutely critical to your daily success in this business. Your competition is using *Win AD* and you need the same timely and accurate data to **make your best-informed decisions.** The system is easy to navigate and the wealth of data and analysis are invaluable."

HIRING & RETAINING COACHES

Win AD's Coaches database contains over 42,000 coaches including head and assistant coaches + staff positions in every sport. Access to pdf copies of current contracts, detailed 10-year performance histories, coaching family trees and 100,000+ YouTube videos ensures you have the right data at the right time for hiring and keeping your coaches.
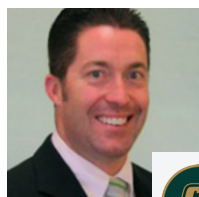
Dr. Nick Pettit – Deputy Athletics Director at California Polytechnic State University

"Before *Win AD*, gathering information required phone calls and you felt like you were sometimes making decisions in a vacuum. With *Win AD* it's all right there in front of you. I can verify compensation for my own piece of mind, and it makes discussions with coaches and potential hires clear and concise.

Ed McLaughlin - Director of Athletics at VCU

"*Win AD* is a fantastic resource. It has been a **critical component of our coach retention efforts** by allowing us to compare salaries, contracts and helps us communicate with our coaches using real data. We've used it across the board in so many ways, from pouring rights to guarantee games to financial benchmarking. It's also helped us communicate more effectively with our university stakeholders.

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