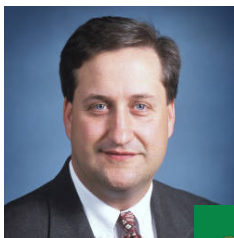


# WINAD

*Here's how University Leaders across the entire campus are using Win AD to succeed*

## Campus Leadership

Win AD's enables you to easily communicate with campus leadership using the most accurate and up to date information available to NCAA administrators. The Vendors database includes hundreds of university-wide agreements, enabling collaboration between university leadership and athletic departments to generate increased revenue for vendor contracts.



“When we made the jump from FCS to FBS, Win AD helped us communicate trends among our new peer group to high level administrators like the board of governors. It was a key tool to benchmark salary data among our new peer group. When we went up the chain of command, we showed how our counterparts were compensating key employees – ultimately, it's been instrumental in being fair to our coaches.”

**Darin Spease**    dspease@uncc.edu    704-687-1054  
Chief Financial Officer at University of North Carolina at Charlotte

“We helped educate campus leaders on what our value was because we had data to support our position. We could demonstrate that our current pouring rights deal was undervalued. It gave us a lot of leverage in terms of establishing our value and not wavering in what we expected to get from the deal. ”

david.nottke@utoledo.edu    419-530-2510    **Dave Nottke**  
Senior Associate AD for Development & External Affairs at University of Toledo



## Financial Staff

*Win AD* gives an athletic department staff comprehensive financial trending across entire sub-divisions and conferences (macro), customized groups of schools and sport level detail (micro). Instant access to current NCAA financial report data empowers informed strategic decision making, effective communication and efficient peer analysis.



“*Win AD* forces all of our administrative and operations staff to step back and think about the money because they have visibility through the data. If they can save \$10,000 three times, that's \$30,000 that may fund another project that otherwise would not have gotten done.”

**Jamie Pollard**    [jbp@iastate.edu](mailto:jbp@iastate.edu)    515-294-0123  
Director of Athletics at Iowa State University

“Public sources of information simply aren't reliable. We can't wait 45 days when a decision is required this week. We need to get detailed information quickly and *Win AD* delivers.”

[nrowan@bu.edu](mailto:nrowan@bu.edu)    617-353-4631    **Drew Marrochello**  
Director of Athletics at the Boston University



## Human Resources

The *Win AD* database provides HR professionals access to detailed compensation profiles of over 42,000 coaches & 11,000 administrators across D-I and D-II for benchmarking, market research & salary justification.



“*Win AD* is a comprehensive database that has allowed us to maximize our revenues and manage our enterprise in an efficient manner. Our efforts for hiring and negotiating coaches' contracts and 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.”

**ALLEN GREENE**    [athletic\\_director@auburn.edu](mailto:athletic_director@auburn.edu)    617-552-4681  
Director of Athletics at Auburn University

“When we're trying to hire coaches, we have visibility of all forms of compensation – from country club memberships to car stipends. It helps us communicate with human resources and arms them with the data they need to feel comfortable with designing compensation packages and justifying certain figures.”

[lcostello@msubobcats.com](mailto:lcostello@msubobcats.com)    406-994-3499    **Leon Costello**  
Director of Athletics at Montana State University



## Coaches (Game Scheduling)

*Win AD* Schedule streamlines the game scheduling process by offering the ability to search for potential available opponents in seconds and provides up-to-date, team performance data and player stats for efficient competitive analysis. *Win AD* clients can empower schedulers with access to 30,000+ guarantee game contracts, to control costs at home and maximize revenue on the road with transparent market data.



“Being able to get *Win AD* [guarantees only] into the hands of coaches & operations staff who schedule games has been extremely helpful. It arms them with good market data, so you’re not in a situation where you pay too much. It’s been helpful for our operations folks and saved them a lot of time.”

**Jamie Pollard**    [jbp@iastate.edu](mailto:jbp@iastate.edu)    515-294-0123  
Director of Athletics at Iowa State University

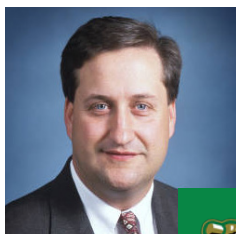
“Our coaches use the scheduling tool and guarantee game data to find viable opponents. You get all that information quickly and see snapshots of team data, which helps us narrow the field and not have to make dozens of phone calls. It creates efficiency and it’s something we’re increasingly using and getting our coaches more in tune with the information. It saves you time and helps us find the best opponents within our region which saves us on operational costs.”

[lcostello@msubobcats.com](mailto:lcostello@msubobcats.com)    406-994-3499    **Leon Costello**  
Director of Athletics at Montana State University



## General Counsel

Access to over 150,000 NCAA documents & contracts allows your general counsel to identify new trends in contract structure and adopt best practices. Legal staff can keyword search thousands of pages of pdf contracts to create best-in-class contract templates.



“*Win AD* has been very helpful for our Chancellor’s chief of staff and our lead general counsel. They are able to review compensation information and contractual information to see how deals are being structured. They can see trends in termination and incentives, which helps us get on the same page when putting together agreements.”

**Darin Spease**    [dspease@uncc.edu](mailto:dspease@uncc.edu)    704-687-1054  
Chief Financial Officer at University of North Carolina at Charlotte



“Win AD has been the best resource tool I have used as a Division 1A collegiate Athletic Director these past 12 years. The ability to be informed and positioned strategically on business dynamics is a big part of the data I am able to personally gather from Win AD. I believe Win AD has definitely changed our industry in how we conduct our business affairs”

**Tom Bowen** [athleticdirector@memphis.edu](mailto:athleticdirector@memphis.edu) 901-678-5395  
Former Director of Athletics at the University of Memphis

**42,000+**

Division I & II Coaches Profiled

Coaches in every sport. 10+ years of performance history, compensation and contracts.



**31,000+**

Guarantee Game Contracts

Men's and women's basketball and football. Games from 2007 to 2031, with sorting options.



**THOUSANDS**

of pages of Vendor Agreements

Pouring, Apparel, MMR, Trademark, Ticketing, Concessions, Outsourced Ticketing & Video.



**11,000+** Admins Profiled

Complete Management teams of every D-I & D-II department. Contact info, career histories, compensation and contracts.



**CONFERENCE DATABASE and REPORTS**

Superior information for all of the constituents in a conference.



**CUSTOM BENCHMARKING**

Unlock years of NCAA financial reports to create customizable comparisons between schools.



**8 YEARS FOR DI  
7 YEARS FOR DII**

of NCAA Financial Report Data (not EADA)

Review source documents and drill down to sport level for any revenue or expense category.



**WIN AD SCHEDULE**

A free scheduling tool for men's basketball game scheduling. Open dates + guarantee amounts.



**100,000+**

D-I & D-II Videos

Giving you the personalities behind the profiles. (Thousands being added monthly)



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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