



Case Study: Apparel Rights (South Dakota State)

Win AD Vendors Database is a best practice for NCAA decision makers conducting market research and during vendor contract negotiations. Access to thousands of pages of current agreements provides administrators with unparalleled business intelligence and market transparency.

South Dakota State's Senior Associate Athletics Director, Rob Peterson, discusses *Win AD's* impact during the university's apparel rights negotiation:

Primary use cases leading up to negotiation:

1. ASSESS MARKET PLAYERS

"*Win AD* saved me at least a day's worth of time on researching the market"

2. BENCHMARK PEERS

"*Win AD* allowed me to develop a peer group of schools that actually had apparel agreements, eliminating the need to call a wide number of other schools just to find out if they did or didn't have an agreement. This alone saved me important time better spent on other things. Plus I was able to actually see the contract and get the hard data. With calling other programs you may just get generalizations on the contract. With *Win AD* you get the hard data that allows you to make the best decision."

3. ESTABLISH YOUR PROGRAM'S VALUE

"During the RFP process and early discussions with vendors, I think each provider knew they were dealing with a school that was well-prepared, and a school who understood the market."

"The information helped us better understand the market and identify where we wanted to get to in our final negotiations. *Win AD* helped get South Dakota State get the best apparel deal possible."



Rob Peterson

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Areas of Impact

TIME SAVINGS "In our business, I don't have the time to make 15-20 phone calls to ask for data. Although I trust my peers, you really never know if you're getting the right data or the full picture when talking with someone else. It can be a time-consuming, frustrating challenge."

STARTING THE NEGOTIATION IN THE RIGHT SPOT "Having access to *Win AD* meant I could assess what each provider was offering, and it changed how aggressively we structured our RFP. Had it not been for *Win AD*, I wouldn't have asked for certain options that we ended up getting."

"*Win AD* absolutely changes the starting point of the negotiation. Having access to reliable, transparent data helped me understand what to ask for, and ultimately helped get the best possible deal for South Dakota State."

STREAMLINING THE NEGOTIATION "Having access to the contracts allowed me to detail the RFP in such a way that I knew what I wanted to get out of the deal. It helped us get very favorable offers, which made the actual negotiation very easy and streamlined."

"*Win AD* has allowed us to come into multiple negotiations from a point of strength, as opposed to just taking the first deal that someone might offer."

RETURN ON INVESTMENT "With all the different ways we're using *Win AD*, we've paid for our subscription."

"It is definitely worth it, and not just for apparel. When you look at the overall impact of the data on the athletic department – coaches contacts, guarantee games, financial information – when you add them all up, it certainly pays for itself."

WHAT WOULD YOU TELL YOUR PEERS? "During this apparel rights negotiation, *Win AD* certainly justified why we signed up for the service."

"After talking with Kevin several times, and completing the webinar, we had high expectations of the service. I can honestly say that even though it's only been a short time, we have not been disappointed."



TO LEARN MORE ABOUT *WIN AD*

Contact Kevin Cohen at 720-320-9054 or Kevin.Cohen@WinthropIntelligence.com

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