



Case Study: Concessions (Stanford)

Win AD Vendors Database is a best practice for NCAA decision makers conducting market research and during vendor contract negotiation. Access to thousands of pages of current agreements provides administrators with unparalleled business intelligence and market transparency. Stanford's Deputy Athletics Director, Ray Purpur, discusses *Win AD*'s impact prior to the Cardinal's upcoming concessions negotiation.



Ray Purpur

Deputy Athletics Director
Stanford University
650-723-1820
ray.purpur@stanford.edu

How does *Win AD* impact Vendor Negotiations?

CONFIDENTIALITY: "With *Win AD*, you can gather all the information you need in one spot, and without relying on anyone else for data."

"This way I can get the data and no one knows what I am doing. *Win AD* provides confidentiality in your research and benchmarking. You can privately and quietly assess the market whenever you need to and avoid sending the wrong signal to your current vendor that you're unhappy."

TIME SAVINGS: "Gathering data from other schools is time consuming and painstaking – people just don't call you back. Getting the data you need independently would take a lot of time. *Win AD* allows you to benchmark percentages, capital improvements, attendance thresholds – it's all there."

"Market research before and after *Win AD*? It's night and day. To gather good data from a dozen schools, you have to call three dozen. No one has the time to conduct market research that way."

"*Win AD* very simply means time savings and getting accurate information. "

BETTER DATA: "You can read vendor advertisements all you want, with *Win AD* you can see who has the best offering for our program. *Win AD* provides hard data."

"In the past this, data was almost impossible to obtain, you just couldn't get ahold of it. With *Win AD*, you open up the tool and there are the contracts, there is no more guesswork."

"There isn't a better source of data. From AAA programs to large BCS schools, it's all there."

"When a vendor tells you they are the best, what does that really mean? We may not want the biggest provider. We may want the vendor that helps us focus on our niche. *Win AD* helped us see how every program is optimizing their deals."



Key Takeaway

“There’s no doubt in my mind you should have Win AD. It will save you time and it will make you money.”

How does *Win AD* impact Vendor Negotiations?

ENHANCED NEGOTIATING LEVERAGE: “With *Win AD*, I have all the information. I have the indisputable market facts right in front of me. When our negotiation starts, I will have more market data than any vendor.”

“Having information is so important. Negotiations are about who has the best information, and with *Win AD* I feel like I have the best data.”

“From a negotiation standpoint, it’s an extremely valuable tool, there’s no doubt about it.”

MARKET AWARENESS, BETTER FIT: “I was fascinated to find out how other programs had their concessions deals structured. I was able to see trends with each vendor because every company is different.”

“We’re unique in that we’re using in-house concessions. However, because I can see market trends, review specific contracts and understand contract structures, we’re going to achieve the best fit for all parties involved.”

“I think *Win AD* is helping strengthen relationships between vendors and programs because this new level of transparency makes the relationships more open and trusting. Because the data is available for consumption, the days of feeling like a vendor ‘pulled one over on you’ is over. By looking at the contract you can see what drove other schools’ deals, which creates comfort with your own deal.”



TO LEARN MORE ABOUT *WIN AD*

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

Visit us online at www.winthropintelligence.com • © Winthrop Intelligence, LLC - All Rights Reserved