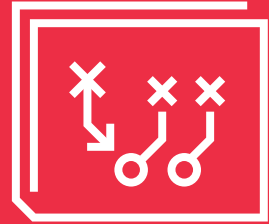


## Case Study: General Counsel Contract Analysis (Big East)



With a major coaching change taking place, the Office of General Counsel at a prominent Big East institution partnered with Athletics to fund and implement *Win AD*. Not only did *Win AD* provide an unparalleled resource for benchmarking best practices in contract design and structure, it provided peace of mind for legal counsel, athletics and university leadership.

### Facilitate Coach Retention

#### WITHOUT *WIN AD*

- › Time-consuming Internet research yielding stale information
- › Decisions made with limited data
- › Suboptimal bargaining position due to unreliable market data

"We spent a considerable amount of time doing Internet based research. Consequently our comparison data was often limited to a few schools in conference."

#### WITH *WIN AD*

- › Access to thousands of contracts for head and assistant coaches in every sport
- › Review PDF copies of deals to see trends with 100% transparency
- › Drastically improve negotiating leverage by utilizing current, reliable data

"During an active search, *Win AD* significantly improved our scope of comparable data. We knew exactly what to offer the coach and had a better bargaining position based on our understanding of current trends."

"As an attorney, the more information you have the better your decision making is. *Win AD* offers the most comprehensive information you can find on coaching contracts."

*"Win AD provided peace of mind, not just for legal, but for our clients and executives, and that's what we care most about."*

### Departmental Efficiency

"During the search, *Win AD* made everything more efficient. We were able to pull information up over the Web and quickly collaborate with everyone in the office."

"You have everything you need assembled in one spot. You could quickly pull up comparable schools' contracts and even see exactly how the coach's current deal was structured."

### Return on Investment

"It's absolutely worth the price tag, especially when you compare the investment to the salaries you're negotiating and benchmarking."



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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