

# Win AD Football Guarantees Database produces \$66,000 to \$75,000 for the average customer

## Two Key Findings

1. Scheduling home games (buy side) – 75% of programs using *Win AD* saved an average of **\$66,000** compared to the market overall.
2. Scheduling away games (sell side) – 91% of programs using *Win AD* earned an average of **\$75,000** more per game than the market overall or their historical average prior to implementing *Win AD*.

## Methodology

We examined the 2,660 football guarantee game contracts in *Win AD*, spanning a 10-year period from 2004-2013, using two groups—those with *Win AD* and those without *Win AD*. We conducted an internal study of scheduling for single games (excluding series) by NCAA D-I programs to measure return on investment for the *Win AD* subscription and found that there were 845 contracts relevant in scope. We determined market average, and historical program-level financial history for buy- and sell-sides games for both *Win AD* and non *Win AD* clients.

## Conclusion

The analysis determined that *Win AD* clients paid for their annual subscription by more than 5x, saving **\$66,000** in buy-side games, and by producing an additional **\$75,000** in football game scheduling revenue

## Limitations

Our study does not control for qualitative aspects including:

1. Need for the game
2. Personal relationships between the two schools

Winthrop Intelligence would like to thank Tim Hickman at Missouri:



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*" 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."*

- Tim Hickman



TO LEARN MORE ABOUT *WIN AD*

Contact Kevin Barefoot at 800-218-2280 or [Kevin@WinthropIntelligence.com](mailto:Kevin@WinthropIntelligence.com)

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