

# WINAD

## Guarantee Games Database – Fact Sheet

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Win AD's Guarantee Games database: Comprehensive database of **45,000+** D-I guarantee game contracts for men's and women's basketball and football.

We built the Guarantee Games database to instantly and continuously tell ADs the market rate for key match ups and provide enhanced negotiating leverage for home and away game scheduling, including neutral site and tournament games.

What are SEC programs paying Sun Belt programs in football?

What is the standard ticket allocation for D-I men's basketball games?

Are our cancellation fees on par with conference peers?

Which schools should I target to maximize revenue for road football games?

What are market rates for games being scheduled in 2018 and beyond?

Win AD's Guarantee Games database is designed for any AD who wants to optimize contract negotiations and guaranteed payment amounts to meet budget planning mandates and maximize fiscal discipline over the long-term.

*" We saved \$50,000  
- \$75,000 in one  
negotiation. "*

→ Win AD's Guarantee Games database enables you to:

- > Save money – always know the right guarantee to pay for a match up
- > Eliminate guesswork – one less variable to chase after when juggling scheduling considerations
- > Search within contracts and track guarantee trending as new games are announced to maximize your bargaining position
- > Increase revenue through constant knowledge of the entire market



To learn more about WIN AD

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