



2013



2013 has been an extraordinary year for Winthrop Intelligence because of our clients, whose achievements on the field and court were equaled by their success within their departments. *Win AD* users enjoy the best data, enabling better decisions. We extend an earnest and deep thank you to our clients in Division I—FBS, FCS, and non-football—and in Division II, all of whom have applied the wealth of information in the *Win AD* database to real-world problems faced each day by administrators, increasing productivity and saving their departments money.

Win AD's IMPACT



How impactful is *Win AD* for collegiate athletic departments? *Win AD* is empowering thousands of administrators with innovative ideas and turn-key actionable strategies to increase revenues and save time with the best data available anywhere. The easily searchable information in *Win AD* lets you assess all options to make the most informed decisions; negotiate from a place of power; examine contracts in every pertinent financial category along with 40 revenue and expense categories for easy visual benchmarking and assimilation of best practices.



COACHES DATABASE

8,000+ D-II head and assistant coach profiles with performance data, compensation information, current and past contracts, as well as a continually updated library of videos.



GUARANTEE GAMES DATABASE

Win AD launched the Guarantee Games database, with over 400 contracts of Men's and Women's Basketball and Football.

Use this data to assess scheduling opportunities, increase negotiating leverage, and drive new revenue.



ADMINISTRATORS DATABASE

New administrator positions include greater organizational specificity (titles include: Communications, Equipment, Event Management/Game Day Operations, Facilities, HR/IT, Marketing, SID, Ticketing).



FINANCIALS DATABASE

New benchmarking feature lets you create customizable comparisons between institutions to visualize 3-year trend lines for both revenue & expenses and sport-level data.

16 Revenue categories, 24 Expense categories



VENDORS DATABASE

Win AD contains deals with 29 vendors across 4 rights categories—Pouring, Apparel, Concessions, Trademark—in the Vendors database.

The database contains hundreds of pages of agreements representing millions of dollars in aggregate value.

WITH WIN AD YOU'LL EASILY:



1 SAVE TIME

No more searching for coach performance data, compensation information, or current contracts.



2 ELIMINATE GUESSWORK

Know the standard ticket allocation or cancellation fees for guarantee games.



3 SEE CONTRACT & COMPENSATION TRENDS

8,000+ coaches and key staff like trainers, video operations, strength and conditioning in men's and women's sports.



4 IMPROVE HIRING

Gather a list of potential candidates for key administrative positions. With detailed career data on over 1,200 administrators, you'll have a short list in minutes.



5 GET EXACT LANGUAGE

Thousands of easily searchable .pdf documents including offer letters, base bonuses, deferred comp, Form 990, and termination agreements to spread best practices



6 PUT TOGETHER AN RFP

Get access to actual vendor contracts for standard contract language, giving you a better understanding of what's negotiable—stronger proposals and more competition that result in more revenue.



7 INCREASE NEGOTIATING LEVERAGE

Know the market rate and what peers are paying and receiving for guarantee games in football, and men's and women's basketball.



8 FEEL CONFIDENT IN NUMBERS

You'll get NCAA Financial Reports, as well as Independent Auditors' Reports and Agreed Upon Procedures for a higher degree of accuracy, rather than relying on inexact survey, locked NCAA dashboards, and EADA data.



WIN AD'S REACH

Our influential and forward-thinking content, written using Win AD data, has been cited by *The New York Times*, *The Atlantic*, *The Wall Street Journal*, and *ESPN the Magazine*.

More than 5,000 people read our content every month.

WIN AD'S 2013 INNOVATIONS

* DIVISION-II *

YOUTUBE VIDEOS:

BRINGING YOU THE STORIES
BEHIND THE NUMBERS



THOUSANDS

of coach and admin YouTube videos,
with hundreds being added monthly

TWITTER STREAM:

REAL TIME DISPLAY, CAPTURE,
AND ANALYSIS



MILLIONS

of Tweets per year across thousands of
individual accounts maintained by D-I
and D-II college coaches and admins

GUARANTEE GAMES DATABASE:

INCREASE NEGOTIATING LEVERAGE
& DRIVE REVENUE



400+ guarantee game contracts
for football, and men's and
women's basketball between D-I
and D-II programs.

VENDORS DATABASE:

NEGOTIATE CONTRACTS WITH
COMPLETE MARKET KNOWLEDGE



Hundreds of pages of vendors
agreements. (apparel rights,
pouring rights, trademark licensing,
concessions)

CUSTOM USER PERMISSION:

GIVING MORE OF THE DEPARTMENT
THE ABILITY TO LEVERAGE DATA



Hide some databases and completely
customize account access for any
Win AD user so more of your staff can
have access to data

BENCHMARK:

UNLOCKING NCAA FINANCIAL
REPORTS FOR EASY COMPARISON



Comparative analysis
of peer institutions

See how aspirational
programs allocate resources

DEPARTMENT/SPORTS PROFILES:

PROVIDING A BETTER VIEW OF
PERFORMANCES AND FINANCES



An enhanced view of every
department, every sport
The ability to identify & monitor
3-year financial trends