

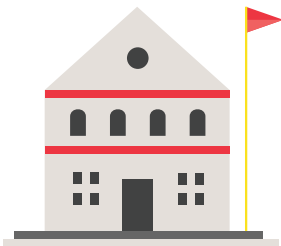


2013



2013 has been an extraordinary year for Winthrop Intelligence because of our clients, whose achievements on the field and court was 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

Well over half of all coaches hired in just the last twelve months have been hired by Win AD client schools. 29,000+ D-I and 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.

"We saved between \$10,000 and \$15,000. Win AD paid for itself in one negotiation. We felt like the service was free from that point forward."

— Drew Marrochello, Deputy Director of Athletics at Boston University



GUARANTEE GAMES DATABASE

Scheduling home games (buy side)—75% of programs using Win AD saved an average of \$66,000 compared to the market overall.

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.



ADMINISTRATORS DATABASE

In the last twelve months, well over half of all administrators hired in D-I college athletics have been from clients that employ Win AD.

We've doubled the number of administrative roles and added 2,500 new active administrators in just 2013.

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

"Win AD forces all of our administrative and operations staff to step back and think about the money because they have visibility through the data. If they can save \$10,000 three times, that's \$30,000 that may fund another project that otherwise would not have gotten done."

— Jamie Pollard, Director of Athletics at Iowa State University



FINANCIALS DATABASE

New benchmarking feature lets you create customizable comparisons between institutions to visualize 4-year trend lines for both revenue & expenses and sport-level data.

16 Revenue categories, 24 Expense categories including four-year trend lines.

"With our transition, we had done a lot of our own homework, but data was difficult to obtain. With Win AD, you can easily look at key data by conference and by school, it's been a great resource."

— Jared Mosley, Director of Athletics at Abilene Christian University



VENDORS DATABASE

Win AD contains deals with 138 vendors across 8 rights categories, doubling in the last year the number of revenue categories—Multimedia, Pouring, Apparel, Concessions, Outsourced Ticketing, Trademark, Ticketing Systems, Video Management—in the Vendors database.

The database contains tens of thousands of pages of agreements representing billions 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

All 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 5,000 administrators, you'll have a short list in minutes.



5 GET EXACT LANGUAGE

100,000 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 surveys like the EADA.



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

YOUTUBE VIDEOS:

BRINGING YOU THE STORIES
BEHIND THE NUMBERS



Approximately 10,000 YouTube
videos added monthly
See and hear a coach or
administrator in their own words

TWITTER STREAM:

REAL TIME DISPLAY,
CAPTURE, AND ANALYSIS



1 million+ tweets/month across
12,000+ individual accounts maintained
by D-I and D-II college coaches and
administrators

KEYWORD SEARCH FOR CONTRACTS:

FINDING THE INFO YOU
NEED IMMEDIATELY



Accelerate the review and assi-
milation of global contract trends
Easily spotlight legal nuances

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
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
4-year financial trends