

## Case Study: Maximizing Vendor Revenue in D-II (Tiffin University)



The *Win AD* database contains thousands of pages of current, executed vendor agreements between D-II athletic departments and third party vendors, enabling ADs to instantly assess market trends, enhance negotiating leverage and maximize revenue. Lonny Allen (Athletic Director) (LA) and Ron Schumacher (Vice President for Development and Public Affairs) (RS) at Tiffin University, partnered to implement *Win AD*. In this case study, Lonny and Ron share how Tiffin utilized *Win AD* for their university-wide pouring rights negotiation and highlight specifically how *Win AD* paid for itself.

### Utilizing *Win AD* to prepare for an RFP

"We looked at other pouring agreements and laid out how other deals were structured. We knew what we wanted, we knew what we should get and we ended up getting what we asked for. It simplified the entire process from RFP to finalizing the deal." -RS

"*Win AD* enabled us to create a reasonable template that met with our expectations and current market rates. Without the information, I don't think we could have gotten the deal we did." -RS

### How *Win AD* drives new revenue

"*Win AD* helped me write the RFP for a new café on campus. The data from *Win AD* provided visibility of how we could structure a deal and helped the university realize over \$600,000 in investment for the café (over 5 years) from the vendor we chose. I don't think any of us would have ever imagined that we could secure that sizable of an investment, which also creates a new profit center for us on campus." -RS

"We also realized over \$60,000 in new cash from our new pouring rights deal, plus over \$100,000 in new rebates, even though the contract length is half of our old contract. It tripled our revenue on pouring rights alone." -RS

"When it comes to guarantee games, we're trying to get the best bang for our buck. *Win AD* gives me negotiating power and confidence to broker the best deal possible. *Win AD* helps with negotiating home games and away games. It definitely cut our costs at home and helps us ensure we're getting the most from road games." -LA

Winthrop Intelligence would like to thank Lonny Allen & Ron Schumacher at Tiffin University.



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**"** *The value is huge. Win AD has paid for itself 20 times over and has provided huge benefits in the development office. You're talking about nearly \$700,000 in new money that is coming into the university. Win AD is a tool that athletics and development administrators shouldn't do without.* **"**

- Ron Schumacher

## How Win AD cuts operational costs:

"When preparing for our concessions and pouring rights deals, we didn't need assistance from an attorney in the RFP process, so we experienced cost savings before we even began negotiations." -RS

"I am big believer in not reinventing the wheel. We could go in and view commission rates, rebates, cash components and other contract structures which saved us a large amount of time. By having the contracts in front of you, it's going to make your job a lot easier" -RS

## Using Win AD for Coach Search

"Win AD gives me better visibility of the prospective coaching pool when we need to make coaching hires. I can see contracts and compensation. All the information I need is at my fingertips. In the past, it would take 3-4 days to gather relevant salary data. Now I can access salary data in a couple mouse clicks whenever I want." -LA

"The Coaches database has allowed me to assess where our salaries are versus the national scene. It prevents misinformation that could lead to coaches being unhappy. I can also take national data to my president for us to be able to make informed decisions and maintain our competitiveness." -LA

**"** Win AD absolutely paid for itself. My peers have asked me 'how can you afford Win AD?' And I respond, 'how can you afford not to do it?' We've already recouped the investment in the first 4 months. **"**

- Lonny Allen



TO LEARN MORE ABOUT WIN AD

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