

## Case Study: Kansas State University Contract Negotiations



Kansas State University utilizes *Win AD* for a variety of contract negotiations including coaches contracts, guarantee games and major vendor partnerships. Access to the right data at the right time creates efficiency, reduces costs, increases revenue and has generated measurable return on investment for the Wildcats. **Scott Garrett**, Sr. Associate AD for External Operations, shares how *Win AD* impacted recent vendor contract negotiations for K-State Athletics and other areas in which they are achieving return on investment.

Winthrop Intelligence would like to thank  
Scott Garrett at Kansas State University:



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### *Win AD* Provides Market Visibility:

"We've used *Win AD* for ticketing and pouring rights. As a starting point, we were able to understand the market and what the most recent deals look like in a very short period of time."

"It had been 15 years since our last pouring rights contract and clearly a lot of things have changed. *Win AD* helped us review relevant data to understand what terms are being included, financial parameters of similar schools' deals and what parameters we should be prepared to discuss and negotiate."

"There's no question you're not wasting time up front in doing data gathering. It was interesting to see that not every deal is the same, so it provided talking points for us in terms of deal structure and financial terms. It helped us have those discussions and ask the right questions so we weren't hashing details out with a vendor on the back end."

"Vendors have an expectation that you're going to come in prepared. They expect you're going to ask for what you think you're worth, so it's critical to have data to back up your position."

### *Win AD* Helps You Create Better RFPs:

"We decided to make our RFP as detailed as possible. Looking at final contracts helped us craft the right set of questions that we wanted vendors to answer. It made the process more transparent so that we didn't go in blind. We weren't going back and forth early on, which saved us a lot of time."

"Our expectations were set using information and research from *Win AD*. Because we were able to write such a specific RFP, we were able to quickly assess how the bid matched our expectations. In the end, we were able to substantially increase the value for the university and we knew it was comparable to what other programs received. It set a barometer and realistic expectations which reduced the back and forth of the negotiation."

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*Win AD*, it's a no brainer.  
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have, the better you're able  
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your program."*

- Scott Garrett

## Win AD Creates Significant Return on Investment:

"We considered engaging a consultant to help us negotiate our recent pouring rights deal. We reached out to consultants and got quotes. Ultimately we decided not to work with a consultant because *Win AD's* data was clear and transparent and we had what we needed. **There was immediate ROI, even before the negotiation because we saved money by not needing a consultant.**"

"There are times when a consultant makes sense. In this case, the university was involved as well. So there's no question that there was significant value for the university at large by not having to pay a consultant for this deal."

"In our pouring deal, we were able to negotiate terms for promotional inventory on campus. Seeing the variety of contract structures allowed us to bring some ideas to the table about how we could create a more lucrative deal that expanded the advertising reach beyond just athletics, including recycling programs and technology upgrades like card readers on vending machines."

"**Having *Win AD* allowed us to maximize the dollar amount that we ultimately received.** Without that information, it's possible we wouldn't have known how much to ask for or how to value the deal elements. Setting a realistic barometer helped us maximize the contract."

## Where Else Is *Win AD* Valuable?

"Whether you're in a coaching search or you're advocating for salaries for your coaches and staff, the Coaches and Administrators databases help you get a sense of the marketplace. The accessibility and the way it's laid out is very helpful when having those conversations. Your staff can easily identify if there are salary outliers that come up as comparisons during a hire or extension."

"The university leaders we worked with on our pouring rights were very impressed with the data. They were prepared to file information requests at other universities but *Win AD* provided the data we needed and saved us time and money."

"Aside from Vendors we have numerous administrators using *Win AD* for guarantee game negotiations, coaching contracts, and evaluating candidate pools for coaching and staff hires - the variety of information has been very beneficial."

## What Do You Tell Other Admins About *Win AD*?

"**There's no risk with *Win AD*, it's a no brainer.** The more information you have, the better you're able to negotiate a deal to help your program. It's a responsible way to approach these types of major projects."

"It saves both time and money, the faster you can get through a process like a vendor negotiation, the faster you can move onto other projects."

"The aggregation and accessibility of the data helps you answer questions that come up every day across the department. It helps close gaps and helps you make educated decisions. It saves time and puts you in a position to be more efficient with your resources."



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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