

Case Study: University of Cincinnati Apparel Rights



The University of Cincinnati utilized Win AD before and during their most recent apparel rights negotiation. By providing UC administrators with reliable, relevant market data – including copies of current apparel agreements – UC was empowered to negotiate a highly lucrative deal. Major vendor negotiations represent a significant opportunity to generate measurable return on investment from the Win AD database. **Omar Banks**, Executive Sr. Associate AD, Internal Affairs/CFO at UC, shares how they used Win AD and how their investment in Win AD paid off quickly.

Win AD Helps ADs Quickly Assess the Market:

"Win AD allowed us to assess similar institutions in similar markets, to create a realistic baseline as a starting point. We used the Coaches database to dig deeper and look at specific performance data such as wins & losses for football and basketball to begin to understand how valuable we could be to an apparel provider."

"In our new deal, stability and flexibility were very important. At the same time we wanted to maximize revenue to be able to support our student athletes. We looked at what other vendors did with other schools – the ability to see various deal structures huge in our research."

"We wanted to expand our brand with the community and surrounding areas. We wanted to be able to control the marketing and promotional dollars. We were able to study other contracts, and it was critical to see how that type of financial relationship could be structured."

Win AD Saves Time and Creates Efficiency:

"Win AD saved so much time. Once we identified certain peer schools, there was a very fast turnaround time by going into Win AD and pulling the right data in seconds."

"The old way of doing business was hit or miss – if you didn't get the information you needed, you had no choice but to go with what you had and it might not be the best benchmark data. Win AD allowed us to be much more streamlined in our approach, and we were able to get the data we needed. It saved a lot of time and a lot of energy."

Winthrop Intelligence would like to thank Omar Banks at the University of Cincinnati



Omar Banks
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**" The ROI of Win AD?
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period. When you're
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- Omar Banks

With Win AD vs. Without Win AD

"We did a food service RFP right before we partnered with Win AD. It literally took 2 months to get the info we needed through open records. Our committee met 4-5 times to distill the data. With Win AD, we pulled the right data in a couple hours. You're talking about months spent for 3 people – whereas with Win AD, we had it same day."

"In the old days, you rely on relationships to get as much data as possible. You pick up the phone and try email and if that didn't work, you try open records and hope to get the data in 3-4 weeks. **With Win AD the process went from weeks to hours and gave us better data.**"

Win AD Helps You Get the Best Deal:

"Win AD lets you see unique tweaks you can make to maximize the deal for the school and the vendor. It's truly a win / win situation."

"With all vendors, the one thing you're leery of is not getting the best deal. It's also very difficult to get other schools to give you insights into their deals. Accessing actual contracts gives you a much wider and clearer lens to look at an opportunity and best position your program for success."

"In our apparel deal, Win AD helped us negotiate better discounts and certainly helped shape the course of the negotiation. We spent a lot of time on Win AD to make sure we got the best apparel deal possible."

"As we grow and start to think about deals like multimedia rights, Win AD would be the first place I would go to educate myself on that market."

Win AD Creates Confidence:

With Win AD, you walk into the negotiation and you know you've done your homework; you walk in with a sense of worth and you know exactly where you want to be. When you sit down, if you hear numbers that don't align with your market research, it immediately tells you how a vendor values your school. It creates confidence, it makes the negotiation more transparent and allows you to vet the viability of the relationship very early on.

Win AD creates Measurable Return on Investment:

"We doubled our cash and increased our product allotment by 50% while increasing our long term stability."

"The ROI of Win AD? It pays for itself, period. When you're negotiating large vendor deals, you have to have it. To be able to look at reliable information – whether it's a contract negotiation with a coach, a vendor or a guarantee game – it pays for itself.

"It pays for itself in tangible dollars and soft cost. Because of the time savings you have – that's more difficult to quantify, but that value is real and significant."

"Win AD opens up your eyes, you can look certain pieces of contracts that are coming up and maximize revenue for your school – it will pay for itself."



TO LEARN MORE ABOUT WIN AD

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