WINTHROP

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Case Study: Pouring Rights
University of Toledo

Win AD is a best practice for all NCAA contract negotiation and is returning millions of dollars of new revenue to D-I and D-II Athletic Departments. In this case study, Dave Nottke (Senior Associate Athletic Director for Development & External Affairs) and Tony Zaworski (former Associate AD for Finance) from the University of Toledo share how they used *Win AD* to significantly increase revenue from guarantee games & their most recent pouring rights negotiation as well as create departmental efficiency.

How did you utilize Win AD leading up to your pouring rights negotiation?

"We helped educate campus leaders on what our value was because we had data to support our position. We could demonstrate that our current deal was undervalued. It gave us a lot of leverage in terms of establishing our value and not wavering in what we expected to get from the deal. " TZ

"We created parameters for our pouring rights RFP by looking at various deals and how they were monetized. We looked at conference peers and other mid-majors and established a baseline from recently signed deals. When we got the initial bid responses back, we had already gotten everything we had asked for because we did our homework." TZ

"We were able to vet offers from vendors and compare a new offer to what was already negotiated in the market. *Win AD* set the bar in terms of benchmarking. The difference between our current provider and our previous provider's offer was over $1M over 10 years" DN

How has Win AD helped generate new revenue?

"In 2 separate negotiations – one for a guarantee game and our pouring rights deal – we increased revenue by a total of $1.5M. Our campus originally wanted to extend the previous pouring deal without negotiation. Because we were able to put offers side by side with existing deals in the market, we recognized the scale of the opportunity and were able to make it happen." TZ

Winthrop Intelligence would like to thank Dave Nottke and Tony Zaworski at the University of Toledo

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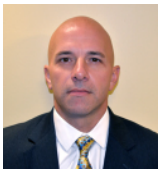

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> *"In 2 separate negotiations – one for a guarantee game and our pouring rights deal – we increased revenue by a total of $1.5M"*
> - Tony Zaworski

> *"Win AD is worth it's weight in gold. If you're considering Win AD, don't hesitate. It's a no-brainer."*
> - Dave Nottke

Can you expand on those 2 examples?

"We were offered $800,000 for a football game. We immediately went into *Win AD* and reviewed market rates for similar programs versus Power 5 schools. We recognized there was room to negotiate, asked for $1,000,000 and got the deal done that same day. We paid for years of *Win AD* services in one game contract." **TZ**

"By having market visibility, understanding what was out there and being able to effectively negotiate a new deal, we realized over $1M in new revenue on our pouring rights negotiation." **DN**

Before Win AD vs. With Win AD:

"Before *Win AD* you're basically just soliciting bids and often times you just had to accept what the market gave you because you didn't have comparable data from peers." **DN**

"We would rely on our own purchasing department to gather data, and now we're actually providing them with information. You don't have to recreate the wheel. You know what's out there from pouring to ticketing to concessions." **TZ**

"To do that same amount of research without *Win AD* you're talking about hundreds of hours of work whereas with *Win D*, I log on and the information I need is right there. " **TZ**

How else has Win AD saved you time?

"We did a white paper for our campus leaders assessing revenue and university support. With *Win AD* as an analytical tool, we were able to quickly see comparative data, 5 year trends and school-specific information. To go out and make calls to get that data would have taken weeks – with *Win AD* it took an hour." **TZ**

"We use it extensively for coaches contracts and administrative salaries. It's very efficient to be able to view contracts, incentives and other financial components. You know what everyone is doing and that allows you to be fair and equitable while managing misperceptions about market compensation." **TZ**

"It's been incredibly helpful for financial analysis. If you call schools to get data, you may get totally different data than what's on NCAA reports. The timeline to get data from other schools is very cumbersome. With *Win D* you have reliable figures at your fingertips." **DN**

Can you summarize the impact of Win AD for the University of Toledo?

"*Win AD* is worth it's weight in gold – it's so valuable to have access to all the information and contracts. If you're considering *Win AD*, don't hesitate. It's a no-brainer. It's such a powerful tool for athletic administrators." **DN**

"Knowledge is absolutely power and *Win AD* gives you the knowledge & power you need. Just look at the investment relative to the return. We generated $1.5M in quantifiable return on investment plus the time savings of having access to the data we need. It's a wealth of information at your fingertips and you're talking about getting your money back in a matter of weeks, let alone months or years." **TZ**

Where else has the subscription been valuable?

"I love that *Win AD* has university-wide vendor deals alongside athletics deals. It's going to be huge for future vendor negotiations. The variety of data *Win AD* provides helps us institutionally, not just in athletics. " **DN**

"When scheduling guarantee games at home, our coaches may come to us and tell us a number that we can verify. It sets the right expectation for game scheduling, which saves you money and time. " **TZ**

"We have our coaches in the system filling basketball games and getting more timely information by seeing guarantee info alongside available opponents. We use it for benchmarking coaches salaries and it helps us back up our case with data by seeing what other schools are doing. The timeliness of data is huge and it's been a game changer for us across the board." **TZ**

To learn more about *WIN AD*
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