



Win AD Case Study: Apparel Rights – East Carolina University

East Carolina University Athletics utilized *Win AD* for their recent apparel rights contract to significantly enhance their overall agreement value and help them improve the student-athlete experience. **Lee Workman**, Sr. Associate Athletics Director / CFO, shares how *Win AD* impacted the negotiation and why *Win AD* is 'worth every penny.'

Winthrop Intelligence would like to thank
Lee Workman at East Carolina University



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How was *Win AD* used in your apparel contract negotiation?

"*Win AD* provided us easy-to-access information that we didn't have last time we went through this process. It allowed us to go in and look at peer programs, study the market and give us a very good understanding of what had gone on in the last few years. That allowed us to confirm whether we were on target with our positioning as we went into this discussion. "

"I've done all of our past apparel contracts and the ECU program and our needs have really evolved in recent years. The knowledge and information that we had this time around was so far advanced because of *Win AD*. We were able to understand where ECU fit in related to other institutions, so we had confidence of how our agreement should reflect this position. The knowledge that we could pull from *Win AD* benefitted us to greatly improve our positioning in the discussions and ultimately the end result of the agreement. "

" On our apparel agreement alone, we're going to get a six figure annual ROI for the next 10 years from our *Win AD* subscription. "

- Lee Workman

How did this apparel negotiation compare to past negotiations?

"In the past, we called around, reached out to individuals we knew and tried to tap into our network to get a feel for what everyone else had. It wasn't near the quality of information that we got from *Win AD*. We were able to get the quality information we needed to help us in this process. *Win AD* helped us get a deal that was 4.5x better annually than what we had before. "

"With *Win AD* we could get the information we needed in one stop. I could sit with our AD and our executive leadership team, take them through what was going on in the market, what we're looking for, what has been proposed to ECU and then compare everything. It made us much more efficient and effective in evaluating what we wanted to do and created confidence that we were being treated fairly and getting the best relationship for East Carolina."

How did *Win AD* impact the negotiations?

"*Win AD* impacted our negotiations all the way through – from our initial discussions with our previous vendor to nailing down the Adidas relationship. Based on the information we had, we were able to have very open and positive conversations and ensure we weren't selling ourselves short. We laid out our objectives, what we were looking for and were able to achieve an end result that was very good for East Carolina. "

Can you quantify *Win AD's* impact for ECU?

"Financially, our new agreement is 4.5x better annually than our last contract. It's right around 12x more lucrative when you look at our new agreement across the entire 10 year term. If you're looking for return on investment, it's easy to quantify. If we don't have *Win AD* and have all that information to be able to determine what our value is and not sell ourselves short, we very likely would have agreed to a deal that was much less than what we received. "

"Is *Win AD* worth the money? On our most recent apparel deal, if you consider a 6 figure annual return on investment over the next 10 years compared to the *Win AD* subscription fee, it's worth every penny. "

How does *Win AD* help you as decision makers?

"If you don't have information, you don't have knowledge. If you don't have knowledge, you don't have understanding. *Win AD* provides us that knowledge and discernment to make quality, informed decisions. Whether its apparel, hiring staff, making decisions on licensing and other vendors, *Win AD* is a key tool in the process. "

"Based on our experience, I would absolutely recommend *Win AD* to other athletic leaders. At East Carolina, *Win AD* has helped us in different important situations to do a better job of managing and administering our athletic program to be successful. "

How do you view the effect of *Win AD* on the student athletes and entire department?

"*Win AD* helped us get this new partnership, which will allow us to take dollars we were spending on footwear and apparel and reallocate these funds back into our department. With full cost of attendance being implemented, we now have several hundred thousand dollars every year that we can allocate to benefit our student-athletes and other areas of our athletic department. "

"If you use the information correctly, you should be able to improve what's going on inside your program to serve student-athletes better, which is the first priority. The better you can make determinations to allocate resources across the board correctly with knowledge, information and informed decisions, the more competitive you can be. And not just competing on the field, but making sure you're bettering your student-athletes while they're on campus. "

"In addition to winning conference championships, our fans want ECU to compete with schools like North Carolina and NC State. For ECU to compete successfully with programs that have larger financial resources, we have to be very smart in how we allocate and use our resources. For ECU to have the information we have through *Win AD*, allows us to more effectively approach decisions that effect dollars that we can put back into our program, which is a huge benefit to ECU. "



TO LEARN MORE ABOUT *WIN AD*

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