

## Win AD Case Study: Morehead State University



Morehead State University has been a long-time *Win AD* client, utilizing the expansive data and analysis for negotiating coaches contracts, guarantee games and more recently, MSU's apparel rights agreement. In this case study, Athletic Director **Brian Hutchinson** shares how *Win AD* provides reliable data, critical benchmarking information and saves time in daily operations.

### How did you use *Win AD* in preparation for your apparel rights negotiation?

"To prepare for our apparel RFP, I used *Win AD* to look at about 30 different FCS schools so that I had a solid understanding of the value that we should receive from our negotiation. If I didn't have *Win AD*, I would not have been able to have as broad of a knowledge base as I did. I would have had to call a handful of peers to try and get data, but I would have been much less educated on the broader landscape."

### How did *Win AD* help you during the process?

"*Win AD* gave us a realistic sense of how apparel companies think. It allowed us to see trends from different retailers by reading through contracts and studying how deals were being structured. The data helped set our expectations and helped us assess the offers we received."

### Have you generated return on investment from your subscription?

"We were able to negotiate a guarantee that was \$75,000 more than their initial offer using the knowledge I gained from *Win AD*'s Guarantee Gamess database. It provides transparency and confidence in the negotiation."

Winthrop Intelligence would like to thank  
Brian Hutchinson at Morehead State University



**Brian Hutchinson**  
(606) 783 – 2089  
b.hutchinson@moreheadstate.edu

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### Where else has *Win AD* been valuable?

"One of the benefits is the relationship that we've built with *Win AD* over the years. We know we can trust them and we know that it's good data - both of those things are very valuable."

### What do you tell ADs who are considering *Win AD*?

"I always tell people they need *Win AD* from a research standpoint. It has saved me a ton of time and keeps me from calling all over the country to have conversations with folks that may or may not provide me with reliable information."

"I've had several ADs call when they are thinking about paying a coach a certain amount, and ask if I know of anything that can help them. I've always told them that *Win AD* is the product that will give them the information they need. It's current and has been valuable to us in a variety of negotiations. "

