

Case Study: Apparel Rights University of Central Florida



The University of Central Florida utilized *Win AD* in their recent apparel rights negotiation to quickly benchmark the value of their program to others across Division I and guarantee they were getting an agreement that is on-par with their brand. UCF Executive Associate AD, **Brad Stricklin** discusses how he has been able to benefit from *Win AD* in various capacities – from vendor deals to hiring coaches.

Winthrop Intelligence would like to thank Brad Stricklin at the University of Central Florida



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How did you use *Win AD* leading up to your apparel rights renewal?

"We wanted to compare our offer with other similar schools. We took Power 5 programs with similar budget profiles, as well as peers in the Group of 5. I was able to go into *Win AD* and find deals from the same vendor and compare notes with what we were offered. I felt comfortable that we were getting a great deal and *Win AD* helped provide visibility across the national landscape."

"...it's a no brainer to have this kind of information at your fingertips."

- Brad Stricklin

What was the benefit of being able to view other contracts?

"*Win AD* provides confidence in any contract negotiation. We looked at what we believed we should be getting from an apparel provider and we knew there was an opportunity for improvement. *Win AD* gave us the confidence that our agreement was more of what our market number should be."

"I think another big thing is that *Win AD* puts everything into context. What we tend to do is look at major programs, smaller programs and then peers – to make sure we have a good idea as to where we stand within the state and in our conference. If you don't have that context, you can be at a disadvantage."

How would vendor negotiations be different without *Win AD*?

"It would put you in a very difficult negotiating position if you don't understand the market. It really helps us understand our place in the market when we can view other deals. When you have one shot to get a deal done, you have to get it right."

Where else are you seeing value from your *Win AD* subscription?

"Recently, we've found a lot of value in hiring new coaches. The biggest thing is being able to look at other contracts and get ideas for things like bonus structure, deferred compensation and buyout information. Just to give us ideas as to how we may, or may not, want to structure our contracts. We were able to go into *Win AD* and look at coaches contracts of schools within and around our league to compare. **When you know what others are getting, it puts you in a position of strength.**"

How was the process of hiring coaches different before *Win AD*?

"Before *Win AD* it was really just trying to understand information from the conference. We were at a bit of a disadvantage, not having the actual language from the contract to understand all of the nuances. **Having *Win AD* gives us very easy access to a huge amount of information and is a very efficient use of your time.**"

How has *Win AD* impacted you personally?

"I think with all of these searches that we've had, plus having a new AD on board – it has enabled me to move at a much quicker pace. Instead of spending all day on the phone or doing web searches trying to find information, we have it all right there in *Win AD*. I am able to get critical information compiled much quicker and easier."

If another administrator called and asked what you thought about *Win AD*, what do you tell them?

"To me it's a no brainer to have this kind of information at your fingertips. I can say that we make back our subscription price every year – there's no question about that. If you're in a position where you will have to negotiate a contract or do budget analysis, having information at your fingertips is extremely beneficial. Having it all in one place allows you to get your job done much more efficiently."

Can you summarize your experience with *Win AD*?

"*Win AD* has allowed me to quickly access the information I need, when I need it. It has enabled UCF to understand our position in the market and gain new ideas on how to structure contracts in a very efficient manner. Time is money. If I can access information in one place without wasting time making phone calls or writing emails hoping that I get responses, it's a much better use of my time. "



TO LEARN MORE ABOUT *WIN AD*

Contact Kevin Barefoot at **800-218-2280** or **Kevin@WinthropIntelligence.com**

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