

## Case Study: Maximizing Apparel Rights Revenue & Financial Benchmarking



Texas A&M Commerce partnered with Under Armour on a groundbreaking apparel rights contract that signals a significant increase in revenue potential for D-II programs. **Tim McMurray**, Athletic Director at Commerce, shares how *Win AD* was crucial to the success of this deal and explains how *Win AD* will continue to help them provide a best-in-class student athlete experience.

Winthrop Intelligence would like to thank Tim McMurray at Texas A&M University at Commerce:



**Tim McMurray**  
Director of Athletics  
at Commerce  
(903) 886-5568  
timm@tamuc.edu

### How did you use *Win AD* to assist in your new apparel deal?

"I used *Win AD* to study and verify the market. There was no one else in D-II that had a deal like we wanted. We included some creative initiatives that will end up benefitting us to the tune of about \$25,000 - \$30,000, beyond just promotional merchandise and product discounts. We have a transformative agreement for our institution and athletics program."

"Before it was clear we were going to be able to do a comprehensive, head-to-toe apparel deal, I canvassed *Win AD* to educate myself about how sport-specific deals were being structured. It helped me confirm what we could do and how we could go about it."

"We used it extensively on the front end. I researched every Under Armour deal in D-II. We were very innovative in how we structured the deal. We were able to open up our contract to allow university leadership and on-campus departments to buy discounted product as well as creating signage opportunities in athletics and campus facilities. It is truly an institutional partnership and *Win AD* was helpful in allowing us to get there."

"*Win AD* provided reliable bookend data for our process. I used it on the front end to validate what other D-II schools were getting and ensure we were getting a leading edge, comprehensive agreement. Then I used it on the back end to validate that our deal was the right fit for us."

**"*Win AD* will more than pay for itself either in increased revenue or savings on the expense side."**

- Tim McMurray

Can you talk about the overall impact *Win AD* can create?

“Our mission at Commerce is to provide a best-in-class student athlete experience. *Win AD* directly impacts our ability to deliver a best-in-class model. We’re always trying to refine our model to best serve our athletic department and institution overall. *Win AD* helps me answer the question of ‘what is the best model to do that?’ I want to set the highest mark and *Win AD* provides visibility and context to understand where that mark should be set.”

Other than the apparel deal, how has *Win AD* been valuable?

“*Win AD* helped me tremendously in our senior staff searches and salary market adjustments for our sport salary pools. We did a market survey in *Win AD* and looked at conference assistant coach pools and we weren’t where we needed to be. Because we could tap into *Win AD*’s knowledge base and demonstrate where we needed to go, we’re now in the top 1/3 of the league in some salary categories.”

What was the reaction of your University leadership when you showed them *Win AD* data?

“Our president was grateful that we could access *Win AD*. I actually showed him how we did it and where the data came from. It was an important measuring stick that made those conversations easier.”

What should other D-II ADs know about *Win AD*?

“*Win AD* will more than pay for itself. When you talk about negotiating guarantee games, vendor deals or just saving time researching salary or other financial information, it will pay for itself either in increased revenue or savings on the expense side.”



TO LEARN MORE ABOUT *WIN AD*

Contact Kevin Cohen at 720-320-9054 or [Kevin.Cohen@WinthropIntelligence.com](mailto:Kevin.Cohen@WinthropIntelligence.com)

Visit us online at [www.winthropintelligence.com](http://www.winthropintelligence.com) • © Winthrop Intelligence, LLC - All Rights Reserved