

# Case Study: Temple University Financial Analysis and Contract Negotiations



Temple University Athletics has used *Win AD* in a variety of capacities in recent years, including negotiating their recent apparel contract, justifying salaries for coaches & administrators and educating their staff. In this case study, Director of Athletics **Dr. Patrick Kraft** shares why *Win AD* is a 'must-have' tool for NCAA administrators.



**Dr. Patrick Kraft**  
Director of Athletics  
Temple University  
215-204-7759  
athletics@temple.edu

## How did you use *Win AD* for your recent Under Armour deal?

"*Win AD* provided a barometer of where we felt we could negotiate. We went through the contracts and identified what others were getting and what we should put into our contract. It was extremely helpful because in any negotiation, you have to know as much as you can about the entire landscape. I knew what other schools had and I knew when they signed those deals. I had notes on certain contracts and could speak to specifics."

"*Win AD* is way more than just the data, it provides visibility of which providers are working with certain schools. I was able to identify other schools who were with specific providers to be able to call them and learn about the partnership and their experiences."

## How does reliable data help you?

"*Win AD* provides facts and you can't argue facts. *Win AD* provides a good benchmark of best practices to assess what we want and what we may not want. And that relates to all financial contracts, not just apparel. It allows us to have knowledge of the market precedent."

"*Win AD* helps us gain knowledge about what's going on around us and make appropriate decisions about the market place we're in. If we didn't have *Win AD* we'd have to search for articles and wonder if what we're reading is true. With *Win AD* we know we're getting cold hard facts."

**" I think it's an incredible tool. It's a must-have and saves you money. I would absolutely recommend it to other ADs."**

- Dr. Patrick Kraft

Winthrop Intelligence would like to thank  
Dr. Patrick Kraft at Temple University

### Where else does *Win AD* enable efficiency?

"Time savings is one of the biggest values. When trying to seek for answers and looking for data, my staff and I will always start with *Win AD* and we typically have what we are looking for in a matter of minutes. There a lot of things you can uncover from simply being logged into *Win AD*."

### How does information help you work across campus?

"It's been helpful in establishing where we are from a salary pool standpoint among our peers. It's truly a way to state our case to human resources when it comes to retaining key coaches and administrators. It's real data, we can look at their actual numbers in the contracts and not base our research on what a newspaper is reporting – that's been invaluable for us."

"Human resources wants facts when it comes to setting salaries. We have to show credible data to demonstrate what fair market rates are and *Win AD* helps us do that."

### How do you use *Win AD* for comparison & benchmarking?

"We show our coaches guarantee game data to set expectations and show them what everyone else in the country is paying. It's an educational tool and helps us be creative in how we design game contracts, with things like hotels and transportation."

"I am probably on *Win AD* the most of anyone in our office. I like to look at where we are relative to peers. What's the volleyball budget at another program? How are they investing? It eliminates the need to make calls for basic information, but it also encourages you to dig deeper when you see how other programs are structuring deals."

### Can you sum up your experience with *Win AD*?

"I think it's an incredible tool. It's a must-have and saves you money. As an AD, we have to be educated on so many different fronts. I would absolutely recommend it to other ADs."

"The innovation and continued improvement has been great. I am never surprised when *Win AD* comes up with a new and creative idea."

