

# Win AD Football Guarantees Database produces \$66,000 to \$75,000 for the average customer



## Two Key Findings

1. Scheduling home games (buy side) – 75% of programs using Win AD saved an average of **\$66,000** compared to the market overall.
2. Scheduling away games (sell side) – 91% of programs using Win AD earned an average of **\$75,000** more per game than the market overall or their historical average prior to implementing Win AD.

## Methodology

We examined the 2,660 football guarantee game contracts in Win AD, spanning a 10-year period, using two groups—those with Win AD and those without Win AD. We conducted an internal study of scheduling for single games (excluding series) by NCAA D-I programs to measure return on investment for the Win AD subscription and found that there were 845 contracts relevant in scope. We determined market average, and historical program-level financial history for buy- and sell-sides games for both Win AD and non Win AD clients.

## Conclusion

The analysis determined that Win AD clients paid for their annual subscription by more than 5x, saving **\$66,000** in buy-side games, and by producing an additional **\$75,000** in football game scheduling revenue

## Limitations

- Our study does not control for qualitative aspects including:
1. Need for the game
  2. Personal relationships between the two schools

Winthrop Intelligence would like to thank Tim Hickman at Missouri:



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*" We've used it extensively for home guarantee games scheduling, and it's definitely been valuable in allowing us to understand the true marketplace. It provides negotiating leverage and confidence."*

Tim Hickman



TO LEARN MORE ABOUT WIN AD  
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