



Case Study: Pouring Rights (Baylor)

Win AD Vendors Database is a best practice for NCAA decision makers conducting market research and during vendor contract negotiation. Access to thousands of pages of current agreements provides administrators with unparalleled business intelligence and market transparency. Baylor's Deputy Athletics Director, Todd Patulski, discusses *Win AD*'s impact during their ongoing pouring rights negotiation.

"It's a valuable tool that you need to have in today's market."

Preparation for the Negotiation > During the Negotiation > Outcome and Key Takeaways

WITHOUT *WIN AD*

"You're making a lot of phone calls. The problem is, not everyone can (or will) provide the details of the contract data you need – so you get general numbers."

WITH *WIN AD*

"I could go out and take the time to call peers, do my own research, survey other institutions, and take a long time to complete those tasks. Instead I have the pertinent data right there, and *Win AD* has done the legwork for me."

"Vendor negotiations aren't as time sensitive as coaching hires. So it's about accurately gauging fair market value and doing your homework. *Win AD* helps create the foundation of your understanding of the market, which starts the negotiation in the right spot."

AREAS OF IMPACT

TIME "During our pouring rights negotiation, *Win AD* has saved me a huge amount of time. You're only as good as the information you have in front of you, and *Win AD* certainly provided better information than I could have gathered in any reasonable amount of time."

STARTING POINT "The starting point of a negotiation is absolutely critical. It's great to be able to go into contract discussions with solid market data. The ideal outcome of a contract negotiation is a win/win for both parties involved. *Win AD* helps us start contract discussions in a fair market spot."

"*Win AD* helped me understand where we should start the negotiation, which ultimately affects where we end up."

"If you have vendor deals expiring or success has made your program more marketable, you want to capitalize on those opportunities. In those scenarios information is power, and *Win AD* helped us gauge our true market value."

"*Win AD* absolutely had a positive financial impact on our pouring rights negotiation."



Todd Patulski
CFO at Liberty University
(Formerly at Baylor)



TO LEARN MORE ABOUT *WIN AD*

Contact Joe Miller at **800-218-2280 ext. 2** or Joe@WinthropIntelligence.com

Visit us online at www.winthropintelligence.com • ©

Winthrop Intelligence, LLC - All Rights Reserved