

Research Services by Winthrop Intelligence

Winthrop Intelligence is proud to offer Research Services. Consider it your athletic department's research arm.

Research Services helps college athletic administrators increase revenue and answer high-stakes questions. We provide you with data-driven, empirical answers. Requests for research have included:

- How can I measure the economic impact of my athletics department?
- Am I getting the most out of my revenue-generating sports' attendance?
- What can I do in scheduling to improve my chances of getting into the basketball tournament?
- How can my program better position itself for conference realignment?
- Am I getting the best terms for my off-campus stadium lease agreement?
- Does my strategic plan/annual report contain the right information to advance my objectives and influence key constituencies?

In addition to reports on these kinds of topics, here are seven other specific revenue-generating engagement opportunities:

- Student Fees and/or University/State subsidies
- Multi-media rights negotiation support
- Pouring rights negotiation support
- Apparel rights negotiation support
- Concessions rights negotiation support
- Trademark rights negotiation support
- Outsourced ticketing negotiation support

You tell us what you need to know, and we'll use our own data and compile other information as needed. We extract and synthesize the information cogently and package the findings for turn-key use.

" You need this information. It will help you in your daily tasks, it will help you balance your budget, generate more revenue, and be more creative while operating in intercollegiate athletics. "



Ross Bjork
Athletic Director
University of Mississippi
662 - 915 - 7683
rbjork@olemiss.edu

→ Why Research Services?

- Confidential
- Fast and Affordable
- Data driven conclusions (not opinions)
- We are Great Listeners
- Just the information you need, delivered in plain English



TO LEARN MORE ABOUT RESEARCH SERVICES

Contact Kevin Cohen at 720-320-9054 or Kevin.Cohen@WinthropIntelligence.com

Visit us online at www.winthropintelligence.com • ©2021 Winthrop Intelligence, LLC - All Rights Reserved

Research Services offers complex analysis and data, delivered to you through engaging narrative and offering clear decision paths. We will work collaboratively with you to ensure you are getting all the information you need, while mindful not to inundate you with unnecessary information or data that is artificially complex. The information you receive will be presented without bias, giving you confidence and credibility in making the best decisions possible.

Outputs from past engagements have included:

Custom reports and data analysis

PowerPoint slides with data and graphics explaining findings

Summary data and key contract terms

Write-up with recommendations and intelligence so you can make decisions.

