

Case Study: University of Wisconsin Green Bay



In this case study, **Mary Ellen Gillespie** (Athletic Director at the University of Wisconsin Green Bay) shares how *Win AD* impacted UWGB's recent apparel rights agreement and how athletics & university leaders benefit from timely, accurate data.

What was the starting point for your apparel deal?

"As a state school in Wisconsin, we had to partner with our purchasing office to work through the state bid process. We knew we needed an all-sports apparel deal because we only had official apparel deals for our men's and women's basketball programs - our other 14 programs didn't have anything."

"From the day I arrived in Green Bay, I preached that we were going to take care of all sports - it was a big goal of ours for the last few years. We didn't have the branding consistency that we needed. We did a lot of benchmarking using *Win AD*. We looked at peer leagues, we looked at our own league and even larger programs to understand the market."

How did you use *Win AD* to your advantage?

"We made up a chart using *Win AD* data, demonstrating what other schools were getting so we knew what to ask for when we were putting the bid together. We knew exactly what we wanted - and should be able to get - including incentive-based bonuses for coaches and team performance. The incentive bonuses were actually a cost-savings opportunity. By requiring the apparel provider to award bonuses to our coaches for academic and athletic performance milestones, it saved athletics money."

"We looked at the last 3-5 years of what we were paying for our own equipment and felt comfortable establishing our minimum purchase requirement in a new deal. We also had visibility of what other school's minimum purchases requirements were so we had confidence and comfort going in."

"It was also helpful for our staff to be involved in the process and use *Win AD* to understand what's out there and how to assess our own value. It certainly saved us time by letting us see what other schools were doing and not having to reinvent the wheel."

Winthrop Intelligence would like to thank
Mary Ellen Gillespie at UW Green Bay



Mary Ellen Gillespie

Athletics Director at Hartford
(Formerly at UWGB)
gillespm@uwgb.edu
(920) 465-2145

**" In terms of ROI,
Win AD saved us
over 6 figures."**

-Mary Ellen Gillespie

How would the process have been different without *Win AD*?

"Without *Win AD* I would have spent a lot of staff time surveying people trying to understand what other programs were getting and hoping that I got accurate information. Not having *Win AD* is like throwing a dart and seeing where it sticks. We wouldn't have been able to generate the type of data-driven benchmarking that we wanted to do."

"With *Win AD*, I saved an incredible amount of time on research because I had the information I needed right in front of me."

How did *Win AD* impact your final apparel deal?

"The Adidas offer was head and shoulders above the other bids. But because we knew the market so well, we did go back and ask for some additional value which resulted in us getting more product for our student athletes."

"Because I was able to benchmark the offer against other programs, it provided confidence that we had a great deal that we should be excited about."

Where else are you benefitting from *Win AD*?

"*Win AD* was also used during our recent pouring rights deal. The data we pulled from *Win AD* impacted the structure of our pouring rights RFP and the language that ended up in the final contract."

"When I go before the student government to discuss student fees, I am able to show them everyone in the Horizon League, in the state system, in the Missouri Valley Conference. *Win AD* gives me confidence and credibility because you can't dispute the facts."

Can you summarize *Win AD*'s value to UWGB Athletics?

"Many of the decisions I have to make and then justify to our campus leaders are driven by data I pull from *Win AD*. I can show exactly how we rate among our peers and where we need to invest to improve."

"The decisions that we have to make as ADs range from hiring new coaches to planning facilities projects and negotiating student fees - we need the best information. Being able to go *Win AD* daily to get that information makes our jobs easier, makes our data analysis credible and helps us make informed decisions."



TO LEARN MORE ABOUT *WIN AD*

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

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