

Case Study: Lincoln University How *Win AD* Increases Campus-Wide Revenue



As a new AD at Lincoln University, **Harry Stinson** partnered with *Win AD* to gain access to the most comprehensive and reliable financial data available anywhere. In this case study, Harry shares how *Win AD* has already generated six-figure campus-wide ROI in their recent pouring rights and concessions rights negotiations, plus discusses how *Win AD* empowers decision-makers with timely, accurate information & analysis.

Winthrop Intelligence would like to thank Harry Stinson III at Lincoln University.



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What compelled you to get started with *Win AD*?

"I knew that we had pouring rights and food services contracts that were coming up for the university and now, sitting in this role as AD, I'm always looking for ways that we can make our university better. Since I just moved into a new conference, I also wanted to be able to look at game guarantees and see how we've traditionally done, as well as how my counterparts have done for game guarantees in football, men's and women's basketball."

How was *Win AD* beneficial in preparing for your vendor negotiations?

"We didn't know what questions we needed to ask to start a bid process, and *Win AD* helped us put bids together and see what other schools are receiving and what we wanted from our deal. I used *Win AD* to benchmark where we are compared to schools that we want to emulate and see how we can trend upward in their direction. We were able to read actual contracts, how they were structuring their deals, what exactly they were asking for and then created a baseline for how we wanted to approach it.

Win AD enabled us to ask the right questions and get the response that we were looking for. Just being able to have that information during the bid process was head and shoulders above anything we could ever ask for."

" The bottom line is that *Win AD* is crucial for negotiating contracts and building rapport. From one negotiation alone, *Win AD* has already paid for itself tenfold."

– Harry Stinson III

Were you able to generate ROI by using *Win AD*?

"I was definitely able to generate significant ROI using *Win AD*. In addition to saving time, we were able to make more money – simply by being able to ask the right questions. I would say this year alone, we were able to gain an additional \$30,000 - \$40,000 while looking to restructure our pouring rights agreement. With our food services contracts, it's a similar scenario to our pouring rights deal. I wanted to see what we could get by changing providers and how that could benefit us. In that deal, we'll be able to gain between \$50,000 and \$60,000 additionally by having *Win AD*. *Win AD* will be accountable for over \$100,000 in new revenue over the next three to four years."

How has having access to data helped with guarantees?

"Being in a new area and not being as familiar with the institutions that are around, I'm able to see what schools in the area are paying for different exhibitions or guarantee games. I was able to acclimate to the area so much faster just by having *Win AD*. Before having access to the database, I was driving blind or calling my peers around the area and relying on whatever information they wanted to share. The bottom line is that *Win AD* is crucial for negotiating contracts and building rapport. From one negotiation alone, *Win AD* has already paid for itself tenfold."

What would you tell another Athletic Director considering *Win AD*?

"When it comes to *Win AD*, get it and get it quickly. You have to have it. It's a tool that you'll use over and over again as an AD. It's the equivalent of another staff member in your office doing research."

" *Win AD* will be accountable for over \$100,000 in new revenue over the next three to four years."

– Harry Stinson III

WIN AD CONTAINS:

8,800+ Division-II Coaches

3,300+ Guarantee Contracts

1,900+ Admins Profiled

7 Years of NCAA Financial Report Data

Thousands of pages of Vendor Agreements

Thousands of YouTube Videos

Custom School Benchmarking



TO LEARN MORE ABOUT *WIN AD*

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

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