

WINAD+

Win AD+ is a consulting service for athletic departments, designed to guide programs through complex, high-stakes employment and vendor contract negotiations.

Win AD+ is designed to support every athletic department in two primary areas:

1. EMPLOYMENT CONTRACT STRATEGY

- Leverage customized market analysis to deploy best practices in all your contracts
- Implement tax optimization strategies for buyouts, deferred comp and insurance
- Expert support in connection with coach contract negotiations

2. REVENUE MAXIMIZATION IN VENDOR DEALS

- Get the most money in every major vendor deal (Apparel, Multimedia, Pouring, Bookstore, etc.)
- Review and assess your market to develop actionable negotiation strategies
- Ensure Win AD's massive contracts library gives your department every possible advantage

Win AD+ enables your department to:

Save Time: We distill the data and map out the path to success

Increase revenue: Seamlessly integrate a contract expert to any negotiation

Reduce risk: Professional advice and guidance from start to finish

Save money: Tax efficient strategies protect your department's fiscal interests

Win AD users can upgrade their subscription to Win AD+, and add the services of attorney **Matt Kelly, Esq.**, for contract strategy & negotiation guidance, powered by the Win AD database.

Only pay for what you need, no one-size-fits-all fee structure.

“ Matt Kelly's industry expertise and thoughtful insights, along with Win AD's comprehensive market data & analysis, are a winning combination. Win AD+ has delivered creative solutions that impact Husky Athletics in innovative and meaningful ways.”



Jenn Cohen, Director of Athletics
University of Washington



Every Win AD+ engagement is designed based on the exact needs of your program. To get started with Win AD+, please contact **Matt Kelly** at matt@winthropintelligence.com or **1-800-218-2280**, or your Win AD representative, **Kevin Barefoot** at kevin@winthropintelligence.com and **Joe Miller** at joe@winthropintelligence.com.

Visit us online at www.winthropintelligence.com

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