



## Case Study: Purdue University

### Win AD+ Consulting for Pouring & Apparel



Purdue University partnered with Win AD+ consulting services to leverage best in class market data along with specialized expertise and hands-on guidance during Purdue's recent apparel and pouring rights negotiations.

#### Why Win AD+?

"We view Win AD as a broad, long term partner. We subscribe to the database, we're using Win AD+ for apparel and pouring and we look to lean on Win AD+ in the future for other endeavors as well."

"Win AD has access to a significant amount of data on vendor deals in college athletics. They have the unique positioning to consolidate that data into an analytical, thoughtful and thorough format plus provide legal expertise in a single partnership. Win AD+ provided an informative platform that really helped us in discussions with Nike and Coca-Cola."

#### Campus Impact

"Win AD+ delivered a very concise package of information to campus leaders to help educate them on the market landscape – which is exactly what campus wanted. Not only the financial terms, but broader components of trends in deal structures. Campus didn't necessarily have the bandwidth to do a full market analysis, so it provided valuable guideposts and validated our collective strategy."

"The legal expertise that Matt Kelly provided was thoughtful and helped us to focus in on how we can create the best possible deal. Being armed with best information allowed us to collaborate with campus and not only bring assets to include in the deal, but also a data-driven strategy to help ensure the best end result."

Winthrop Intelligence would like to thank  
Jason Butikofer at Purdue Athletics



**Jason Butikofer**

Chief Operating Officer  
University of Washington  
(Formerly at Purdue)  
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*" Win AD+ is a valuable partner and helped make the negotiation process much more efficient. We feel like it was absolutely worth the investment."*

- Jason Butikofer



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## Improving the Process:

"The education we received through the process sped things up and made things more seamless. Athletics is already a valued component of the overall university, but *Win AD+* equipped us with analysis and insights that helped validate our seat at the table. It strengthened our ability to be in the trenches together as we moved forward on the agreement."

## What would you tell peers about your experience?

"Absolutely do it. Having a partner that walks through the entire process of evaluating your current contract, evaluating the current landscape and having legal expertise to walk you to the finish line in a very educated way, there's a ton of benefit there. There's a lot of knowledge and efficiency that is just bolted on to the process. The access to information and the skillset that *Win AD+* offers is significant."



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

### *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+* Areas of Focus:

- Employment Contracts (deferred compensation, insurance, buyouts)
- Apparel
- Pouring
- Multimedia
- Bookstore
- Concessions



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](mailto:matt@winthropintelligence.com) or **1-800-218-2280**, or your *Win AD* representative, **Kevin Cohen** at [Kevin.Cohen@winthropintelligence.com](mailto:Kevin.Cohen@winthropintelligence.com).

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