



Exciting Changes to the Wendy's Heisman program in 2016

Since 1994, the Wendy's High School Heisman has partnered with the Heisman Memorial Trophy to honor more than 600,000 of the nation's most esteemed high school seniors that don't cut corners and go above and beyond in the classroom, on the athletic field and in their communities.

As students head back to school, we are excited to announce some major upgrades to the program incentives and new tools to help activate the program in your market.

Wendy's Heisman is now a Scholarship: Rewarding a total of \$150,000 in Scholarships in 2016 We are now able to offer scholarships for high school student-athletes. We will give out 100 scholarships in 2016:

\$1,000 to State Winners \$5,000 for National Finalists \$10,000 for our National Winners

New online playbook with Local Activation Tools

The Wendy's Heisman Scholarship is a great way for restaurants to connect to their local high schools. Every high school has students that are eligible for the scholarship and every restaurant has a high school nearby. *New this year*, we are launching an easy-to-use online playbook full of resources to help you increase awareness and applications. Whether you are new to marketing the program or want to go all-in, the website will include simple activation tactics so local field teams, franchisees and DMAs can bring the program to life in their market.

Here is the URL and log-in information. Please share with your appropriate agencies and local marketing support staff.

http://playbook.wendyshighschoolheisman.com

Username: Franchisee Password: wendysheisman!

Applications Now Open

Eligible high school students from the Class of 2017 can apply for the Wendy's High School Heisman. The application is easier than ever and can be completed in two phases. Students can visit https://www.wendysheisman.com/ to learn more about the program and apply.

How can I help? Refer a student

If you know a High School senior who exemplifies the Wendy's and Heisman ideals, encourage them to apply for the program by visiting www.wendysheisman.com/refer. Talk to family, friends, and

restaurant teams to let them know they can be honored and win scholarship money. Share the copy below on your Social Media to let your network know about the program:

Do you have what it takes to join the new Heisman class? Wendy's Heisman Scholarship rewards top scholar-athletes who excel both in the classroom and on the field. Our 2016 application is now open, so don't miss out on the chance to be the next #WendysHeisman: Apply at: http://www.wendysheisman.com

If you have any questions, please reach out to one of the following:

- Frank Vamos, frank.vamos@wendys.com
- Wal Ozello, <u>wal.ozello@wendys.com</u>
- Bry Roth, bry.roth@wendys.com