



Dear Student,

Throughout the year, your school hosts events that celebrate achievements and school spirit. From football games to basketball pep rallies and from band competitions to commencement ceremonies, these live events can be shared on a Watchfire LED video display.

While we're proud of our displays, at Watchfire we know that the content you create is what excites your spectators. We believe that inspiring content and its creators, deserve a special spotlight. That's why we are supporting the "Fired Up" Watchfire Scholarship.

This scholarship is achievement-based and awarded to a graduating high school senior. The recipient will demonstrate excellence in the creation and use of content on a Watchfire sports display during a live event. We are looking for students who make a positive impact on school pride with their ability to "fire up" players, fans, students and the community. The quality of work submitted, and academic performance are also considered.

If you have any questions about the scholarship program or application process, please contact me at 800-637-2645 x. 3311.

Sincerely,

Mary Ellen Fricke

FIRED UP WATCHFIRE SCHOLARSHIP 2024-2025

Purpose

To provide financial assistance to a graduating high school senior, and to celebrate high school student creativity and school spirit expressed through content on a Watchfire sports display.

Award

\$500.00 to be applied toward educational expenses.*

Student Eligibility Requirements

- Attendance at a high school that owns a Watchfire sports display.
- Accepted by or enrolled in an accredited post-secondary educational institution.
- Citizen, national or legal permanent resident of the U.S. or Canada.
- Minimum cumulative GPA of 3.0 on a 4.0 scale.

Content Requirements

- Submitted content must be created by the applicant. It can be static graphic, animation, video, crowd prompt, advertisement, fan games or series.
- Each student is allowed only one submission.
- Content must be created for and displayed on an indoor or outdoor Watchfire sports display between January 1, 2023 and March 1, 2024.
- Content must be original. Copyrights may not be violated. If attribution is required for use, include it within the content.

Selection Criteria

Selection is based on a rating system judged in four major categories. The candidate with the highest combined cumulative points will receive the scholarship award. These categories are:

1. Creative use of content on a Watchfire sports display during a live event.
2. Positive impact on school pride and ability to “fire up” players, fans, students or community.
3. Quality of submission (content, essay questions and letter of reference.)
4. Academic performance.

Watchfire reserves the right to make alterations to or cancel the “Fired Up” Watchfire Scholarship at any time without prior notice. Any changes will be made public on www.watchfiresigns.com. Submissions will be evaluated by an external advisor group.*Funds are disbursed directly to the educational institution in the student’s name. The educational institution must be an accredited post-secondary educational facility.

Submission

Submissions must be post-marked by **March 15, 2025** and include the following:

1. Completed application form
2. Letter of reference from a school faculty or staff member, including GPA
3. Electronic version content created for and displayed on a Watchfire sports display.
 - Creation and use must be between January 1, 2024 and March 1, 2025.
 - Content can be on a USB drive or uploaded to Dropbox and link shared.

Timeline

- Submissions Due: March 15, 2025
- Scholarship Announcement: April 2025

Please direct all scholarship questions and inquiries to:
maryellen.fricke@watchfire.com

Submit Application

Mail to:

Watchfire
1015 Maple St.
Danville, IL 61832

Or emailed to:

maryellen.fricke@watchfire.com

FIRED UP WATCHFIRE SCHOLARSHIP APPLICATION 2024-2025

SECTION 1. GENERAL INFORMATION

Full Name _____ Date of Birth _____

Home Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Parent(s)/Guardian(s) Name _____

Parent(s)/Guardian(s) Address _____

Name and City of Your Local Newspaper _____

SECTION 2. ACADEMIC

Current GPA _____/4.0 Expected Graduation Date _____

Current High School (City, State) _____

Accepted College/University/Secondary School _____ State _____

Major Area of Study _____

SECTION 3. VIDEO BOARD ENTRY

Entry Title _____

Date Content Used _____

(Example: Volleyball Season Aug 28-Sept 24, 2024) / Volleyball Holiday Tournament Dec 20-24, 2024)

Facility Location _____

(Example: Memorial Stadium, Anytown)

Description: A brief explanation of your entry. Think about why you created the content (your goal), your process of creating it, creative use of the video board, when and how it used, etc. (Attach additional page, if necessary.)

SECTION 4. FIRED UP SPIRIT

Description: A brief explanation of how your process and/or content positively impacted you, players, fans or your community. (Attach additional page, if necessary.)

SECTION 5. FACULTY/STAFF REFERENCE

Include a letter of recommendation from a school faculty or staff member, including GPA and knowledge of your involvement in video board content.

By signing below, applicant understands and agrees to all policies, terms, and conditions included in the “Fired Up” Watchfire Scholarships general eligibility requirements as well as the specific requirements of each scholarship. Additionally, applicant warrants that all materials submitted are true and correct to the extent of their knowledge. Further, applicant agrees to waive all claims and releases Watchfire Signs from any liability or causes of action that may arise as a result of participating in the “Fired Up” Watchfire Scholarship process as well as for any information submitted to Watchfire Signs. Applicant and applicant’s parents/guardians grant(s) Watchfire permission to use the applicant’s name, submission and likeness in all communications, without payment or any other consideration.

I hereby certify that to the best of my knowledge that the above information is correct and complete.

Student Signature _____ Date _____

Parent/Guardian Signature _____ Date _____

School Guidance Counselor _____ Date _____