

FIRED UP SCHOLARSHIP 2026

Presented by Watchfire Trailblazer Program

Dear Student,

Throughout the year, your school celebrates achievement and school spirit through events like football games, basketball pep rallies, band competitions, and commencement ceremonies. These moments bring your community together and sharing them on a Watchfire LED video display makes them even more exciting.

At Watchfire, we're proud to provide the technology that helps showcase these experiences. But we know it's the content you create that truly energizes the crowd. That's why we're proud to support the **Fired Up Watchfire Scholarship**, an opportunity to recognize the talented students behind the screen.

This achievement-based scholarship is awarded to a graduating high school senior who demonstrates excellence in creating and using content on a Watchfire sports display during a live event. We're looking for students who ignite school pride and inspire players, fans, classmates, and the community through their creativity and spirit. Submissions will be evaluated on content quality, impact, and academic performance.

If you have any questions, please contact me at 800-637-2645.

Sincerely,
Mary Ellen Fricke
Watchfire Sports

Purpose

The Fired Up Watchfire Scholarship recognizes high school seniors who bring creativity, energy, and school spirit to life through their videoboard content. Whether you design graphics, create hype videos, or design game-day prompts, this scholarship celebrates students who know how to “fire up” their community through great storytelling and content.

Award

\$1,000 in financial assistance will be applied toward educational expenses at an accredited post-secondary institution. *

Eligibility

The awarded applicants must:

- Attend a high school that owns a Watchfire LED videoboard.
- Be a graduating senior accepted or enrolled in an accredited college, university, or trade school.
- Be a U.S. or Canadian citizen, national, or legal permanent resident.
- Have a minimum cumulative GPA of 3.0 on a 4.0 scale.

Content Requirements

1. Each student may submit one (1) entry.

A submission can be any original content created for and displayed on a Watchfire sports videoboard. It can be a static graphic, animation, or video. Examples include:

- Hype videos or highlight reels
- Crowd prompts or fan games
- Animations
- Player introductions
- Sponsor ads or graphics

2. Content must have been created and displayed between January 1, 2025, and March 1, 2026.
3. Include any required attributions if external assets are used. Copyrighted material without permission may disqualify the entry.

Selection Criteria

Submissions will be judged in four areas:

1. Creativity: Innovative and effective use of videoboard content during a live event.
2. Impact: Ability to inspire school spirit and engage players, fans, and the community.
3. Quality: Excellence in design, storytelling, and presentation of content, essay, and reference.
4. Academic Achievement: Overall GPA and performance.

Submission Instructions

All materials must be submitted or postmarked by March 3, 2026. Include the following:

1. Completed application form
2. Letter of recommendation from a faculty or staff member
3. Electronic version of your content (via Google Drive, Dropbox, or USB)

Send your materials to:

Email: firedup@watchfire.com

Mail: Watchfire

Attn: Fired Up Scholarship

1015 Maple St.

Danville, IL 61832

Timeline

Content eligibility period: January 1, 2025 – March 1, 2026

Application deadline: April 3, 2026

Recipient notified: May 2026

Questions?

Email: firedup@watchfire.com

Phone: 800-637-2645

Application Form

Section 1: Student Information

Full Name: _____ Date of Birth: _____

Home Address: _____

Phone: _____ Email: _____

Parent/Guardian Name(s): _____

Parent/Guardian Address: _____

Section 2: Academic Information

Current GPA (4.0 scale): _____ Expected Graduation Date: _____

High School (Name, City, State): _____

College/University Accepted To: _____

Intended Major or Career Path: _____

Section 3: Videoboard Content Entry

Title of Entry: _____ Date(s) Displayed: _____

Facility Name/Location: _____

Description: Tell us your creative story. Why did you create this content? What message or emotion were you trying to inspire? How did you design and use it during a live event?

(Attach an additional page if needed.)

Section 4: Fired Up Spirit

How did your work make an impact? Describe how your content or process inspired school pride, teamwork, or community connection. *(Attach an additional page if needed.)*

Section 5: Faculty/Staff Reference

Attach a letter of recommendation from a school faculty or staff member who can describe your involvement with videoboard content and verify your GPA.

Acknowledgement and Release

By signing, you affirm that all submitted materials are original and accurate to the best of your knowledge. You grant Watchfire permission to use your name, likeness, and content in promotional materials related to this scholarship.

Student Signature:

Date:

Parent/Guardian Signature:

Date:

School Counselor Signature:

Date:

**Scholarship funds are paid directly to the accredited educational institution in the recipient's name. Watchfire reserves the right to modify or cancel this program at any time.*