

Noodles & Company + NFL Alumni Pro Day Experience

Summer Series 2018

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| IP RIGHTS & USAGE

CATEGORY EXCLUSIVITY & DESIGNATIONS

- Noodles & Co. will receive the designation as the Official Food Partner of the NFL Alumni Pro Day Experience (PDX)
 - NFL Alumni PDX will refrain from agreements to the following category competitors: Subway Potbelly Quizno's, Jimmy Johns, Panera, Firehouse Subs, Jersey Mike's, Dunkin' Donuts, and any companies to be named later
 - Noodles & Co. will receive exclusivity in restaurants for all PDX events sponsored
- *** four (4) market commitment will grant Noodles & Co. first rights of refusal for 2019 NFL Alumni Pro Day Experience

IP ADVERTISING RIGHTS

- Noodles & Co. will receive the rights to use the official NFL Alumni logo, branding and marks in promotional campaigns on an approval basis with the NFL Alumni Association
- Noodles & Co. will also receive the rights to use images of the NFL Alumni Hero Coaching staff in likenesses and images in marketing campaigns as it relates to the 2018 NFL Alumni PDX series, final approval required for all campaigns using NFL Alumni licenses
- 15 - 20 NFL Alumni members will be present at each PDX event

| NFL ALUMNI ASSOC. SOCIAL

NFL Alumni Association social

On Saturday evening, the NFL Alumni Association will put on a coaches social outing for Alumni Hero coaches, Sponsors, and the youth coaches (high school, middle school, Pop Warner-style youth leagues) from the surrounding community

- NFL Alumni will utilize Noodles & Co. catering to provide attendees with small food options
- Noodles & Co. will receive five (5) passes to each social outing for corporate partners and B2B representatives to network with targeted clients and broaden their reach in those football communities
- Noodles & Co. will also receive five to ten (5-10) minutes at each social engagement to address the participants
- Noodles & Co. will receive access to coach and participant registration database for email marketing integration or lead generation per event sponsored

Deliverable to be supported via:

- Name and logo recognition on 200+ invitations to local high school football coaches, athletic directors and booster members
- Two name and logo mentions on email blasts to social outing registrants
- A minimum of two (2) on-site PA announcements

| GRASSROOTS ACTIVATION

TWENTY FIVE (25) ATHLETE SCHOLARSHIP WAIVER ALLOTMENT

- Noodles & Co. may utilize scholarship waivers for creative distribution at its discretion
- In-store sweepstakes
- Charity giveaway / benefit - Noodles & Company Foundation
- Employee perk/benefit

RETAIL LOCATION AUTOGRAPH SESSION

- On the Friday before the PDX weekend begins, one (1) or more NFL Alumni members will commit to spending two (2) hours at a Noodles & Co. location of choice to sign autographs for fans, create digital content, interact with customers, etc.

| GRASSROOTS ACTIVATION

ON-SITE ACTIVATION BOOTH

- Noodles & Co. will receive one (1) on-site activation opportunity per each location to setup an exhibitor booth
- Noodles & Co. may pass out branded marketing/promotional materials to all parents and participants in attendance, visiting the activation booth, sample product, etc.
- Noodles & Co. may also use activation space to sell food to parents, family and friends of the athletes participating in the Experience

ON-SITE PRIVATE MEET-AND-GREET

- Noodles & Co. will receive one (1) private meet-and-greet opportunity with NFL Alumni coaching staff during a lunch break in the action
- Invitations to the event will be limited to Noodles & Co. personnel, distributed at sponsor discretion