



PRESS RELEASE

# Wingstop Announces 11 NIL Partnerships, Giving Women the Spotlight and Bringing Free Delivery to Fans

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The Wing Experts celebrate this year's tournament by providing a platform for women players and offers for the fans who cheer them on

DALLAS, March 9, 2022 /PRNewswire/ -- Wingstop Inc. (Nasdaq: WING) is a natural choice for fueling hours of basketball viewing so, for this year's tournament, the brand is making flavor more accessible to fans nationwide with a free delivery promotion and bundle offer. But Wingstop realizes there's more on the table. The brand is announcing a program to celebrate the talent of women on the court and is "giving wings" to athletes deserving of the spotlight. The program kicks off with 11 NIL partnerships with powerhouse wing players in the women's college tournament.

It's no secret that program investment, media coverage, and even player swag bags for female athletes have historically paled in comparison to their male counterparts. The program not only gifts key wing players with top-of-the-line swag bags, it also provides a platform for players to share their experiences and achievements on social media, in hopes of inspiring the next generation of players.

For the 2022 basketball tournament, Wingstop's NIL roster nods to the brand's 11 iconic flavors in partnership with the following 11 wing players:

- Angel Reese, University of Maryland
- Ayoka Lee, Kansas State University
- Dyaisha Fair, University at Buffalo
- Jakia Brown-Turner, NC State University
- Jayda Curry, University of California, Berkeley
- Lexie Hull, Stanford University
- NaLyssa Smith, Baylor University
- Rhyne Howard, University of Kentucky
- Rori Harmon, University of Texas

- Sonia Citron, University of Notre Dame
- Veronica Burton, Northwestern University

"We're excited to support women's athletics and continue our engagement in other ways within the space," said Wingstop's Chief Growth Officer, Marisa Carona. "To the women who bring flavor to their games every day, we're cheering for you and are proud to support you. And to those rallying from the couch, we have you covered with our free delivery promotion and Big Night In Bundle. It's a win-win!"

While watching the tournament, fans can follow along on each players' social channels and indulge in flavor without leaving the TV's view thanks to a free delivery promotion redeemable on [Wingstop.com](https://www.wingstop.com) or the Wingstop app, which will run March 17-20, March 24-27 and April 1-4 in the United States.\* To make ordering simple, the brand is running a Big Night In Bundle, where fans can order 25 boneless wings in three flavors with three dips for \$19.99, starting on March 14.

Outside of social media, fans will notice Wingstop's extended advertising footprint on ESPN and ESPN 2 during the women's tournament. Wingstop's support of women echoes the brand's commitment to foster a diverse and inclusive environment through their ongoing [ESG initiatives](#).

\*Delivery coverage varies by restaurant and the offer is not valid through other delivery service providers, only through [Wingstop.com](https://www.wingstop.com).

## About Wingstop

Founded in 1994 and headquartered in Dallas, TX, Wingstop Inc. (NASDAQ: WING) operates and franchises more than 1,700 locations worldwide. The Wing Experts are dedicated to Serving the World Flavor through an unparalleled guest experience and use of a best-in-class technology platform, all while offering classic and boneless wings, tenders, and Thigh Bites, always cooked to order and hand sauced-and-tossed in fans' choice of 11 bold, distinctive flavors. Wingstop's menu also features signature sides including fresh-cut, seasoned fries and freshly-made ranch and bleu cheese dips.

In fiscal year 2021, Wingstop's system-wide sales increased 20.2% to approximately \$2.3 billion, marking the 18th consecutive year of same store sales growth. With a vision of becoming a Top 10 Global Restaurant Brand, its system is comprised of independent franchisees, or brand partners, who account for approximately 98% of Wingstop's total restaurant count of 1,731 as of December 25, 2021. During the fiscal quarter ended December 25, 2021, Wingstop generated 61.3% of sales via digital channels including [Wingstop.com](https://www.wingstop.com) and the Wingstop app. Over the next three years, Wingstop intends to increase digital sales through continued investments in its technology platform and scaling its platform globally.

A key to this business success and consumer fandom stems from The Wingstop Way, which includes a core value system of being Authentic, Entrepreneurial, Service-minded, and Fun. The Wingstop Way extends to the brand's environmental, social and governance platform as Wingstop seeks to provide value to all stakeholders.

Rounding out a strong year in 2021, the Company was ranked #1 on Technomic 500's "Fastest Growing Franchise" and #22 on Entrepreneur Magazine's "Franchise 500," maintained its certification as a Great Place to Work, and was named as a finalist for The Innovation SABRE Award's Best New Product/Brand Launch category for its Thighstop campaign.

For more information visit [www.wingstop.com](http://www.wingstop.com) or [www.wingstop.com/own-a-wingstop](http://www.wingstop.com/own-a-wingstop) and follow @Wingstop on Twitter, Instagram, Facebook, and TikTok. Learn more about Wingstop's involvement in its local communities at [www.wingstopcharities.org](http://www.wingstopcharities.org).

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