



student **CONNECTION**

Find Your Opportunity

SCHOLARSHIP APPLICATION

Scholarships are available to junior and senior students studying communications, marketing, advertising, graphic design, digital media, public relations, journalism and more.

American Advertising Federation — Cleveland
4700 Rockside Road, #325 • Independence, OH 44131



Apply today for your chance
to be awarded up to \$5,000 in various
scholarships from top agencies and
companies in Northeast Ohio.

Completed applications are due by January 31, 2016 at 5 p.m.
Finalists will be contacted mid-February to schedule a Skype interview.

AWARD CRITERIA

Applicants must meet all of the following criteria and submission requirements for eligibility:

- Be pursuing an associate's or bachelor's degree in a communications-related field, including advertising, marketing, graphic design, digital media, web design, photography, interactive marketing, copywriting, public relations, media planning, journalism, etc.
- Be enrolled in your junior or senior year, graduating between 2016 and 2017.
- Carry a full course load and hold a current minimum GPA of 3.0 or higher.
- Attend an Ohio college or university.

DIRECTIONS

- Submit completed award application form.
- Submit résumé listing any relevant internships, extracurricular activities, courses, etc.
- Submit a 500-word essay.

ESSAY QUESTIONS

Submit a 500-word essay answering the following questions:

- Explain why you are passionate about a career in the marketing and communications industry.
- What unique and exceptional skills do you bring to the table and how do you plan on leaving your personal mark on the industry?

SCHOLARSHIP SUBMISSION FORM

FIRST NAME: _____ LAST NAME: _____

COLLEGE OR UNIVERSITY: _____

CLASS STANDING: _____ GPA: _____

EMAIL: _____ PHONE: _____

PROGRAM OF STUDY:

- ☐ MARKETING
- ☐ COMMUNICATIONS
- ☐ ADVERTISING
- ☐ PUBLIC RELATIONS
- ☐ DIGITAL MEDIA
- ☐ GRAPHIC DESIGN
- ☐ JOURNALISM
- ☐ OTHER _____

ACADEMIC ADVISOR:

NAME: _____

EMAIL: _____

When submitting, make sure to include your:

- ☐ Completed Application
- ☐ Essay
- ☐ Letter of Recommendation
- ☐ Résumé

Submit via mail to:

American Advertising Federation – Cleveland
Dan Leibundgut
4700 Rockside Road, #325
Independence, OH 44131

Or via email to:

dleibundgut@aafcleveland.com

Questions: 216.901.4000

