



student   
**CONNECTION**

Find Your Opportunity

# SCHOLARSHIP APPLICATION

Due January 29<sup>th</sup>, 2018

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 \$7,500 in various  
scholarships from top agencies and  
companies in Northeast Ohio.

**Completed applications are due by January 29<sup>th</sup>, 2018**  
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 2018 and 2019.
- 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

