



Scholarship Guidelines

Purpose

The scholarship's purpose is to encourage college students to pursue a career in advertising or other related fields of study.

Award

One non-renewable scholarship in the amount of \$500.00 will be awarded to the student deemed most deserving. A check will be issued to the student's college or university to apply towards tuition, books, or room and board. Entrant applications will be based on merit, not financial need.

Requirements

- Be a U.S. citizen
- Be registered for the spring semester and be considered in good standing with your institution
- Attend one of the five area colleges or universities: Clarke University, Loras College, University of Dubuque, Northeast Iowa Community College (NICC) or Clinton Community College.
- If enrolled at a four-year institution, student must have enough credits to be classified as a junior or senior
- Have a declared major in one of the recognized fields of study (Advertising, Marketing, Public Relations, Communication or Graphic Design)

Procedure

- Complete the application form that is attached.
- Write an essay about your growth and development in your field of study while in school and how you hope to utilize your education once you've graduated.
- Include any samples of your work either as a hard copy or electronic files. Note: these materials will not be returned. Please do not send originals. Examples of work may include a portfolio, essay, market analysis, etc.

Process

- All applications will be reviewed by the scholarship committee.
- The winner will be chosen based on academics, extra-curricular activities, essay, and provided sample work. In the case of a tie the finalists will be interviewed by the scholarship committee.

Deadline

All applications must be received by noon on February 1, 2021.

Notification

The winner will be announced and awarded at the American Advertising Awards on Friday, February 19, 2021.

Questions

Contact: AAF Education Director
jason@shootforthemoon.com

Submissions

Mail application to:

Jason Schwass
10446 Ironwood Drive
Tamarack Business Park
Dubuque, Iowa 52003
jason@shootforthemoon.com



Scholarship Application Form

Please Print or Type

Personal Information

Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

School Information

School _____ Class of _____

Major(s) _____ GPA _____

Advisor _____ Phone _____

Advisor's Signature _____

Classes taken related to your major:

Activities/Involvement:

Honors:

Related Experience: