



THIS SCHOLARSHIP IS SPONSORED BY:



AMERICAN ADVERTISING FEDERATION OF NORTH DAKOTA

# ACHIEVEMENT AWARD

**All submissions must be received by 5pm CST on Friday, February 3, 2017**

The American Advertising Federation of North Dakota offers a \$500 Achievement Award to undergraduate students who show promise in advertising, communications, public relations, marketing or graphic design. The competition is open to all undergraduate students enrolled in colleges in North Dakota and Moorhead, Minnesota. The award will be presented at the AAF-ND's ADDY Awards event on Friday, February 24.

## JUDGING CRITERIA:

1. Academic achievement *(This will be shown with your current college transcript.)*
2. Involvement and experience in primary area of study
3. Short- and long-term career goals
4. Two letters of endorsement from employers, instructors, and/or community members
5. Interview *(Finalists may be interviewed if deemed necessary.)*

## MATERIALS TO SUBMIT:

1. Application (including application form AND essay responses)  
*The application begins on page 2 of this document. This document is a PDF with fillable forms; you will need to open it in Adobe Acrobat in order to save your answers. If you do not have Adobe Acrobat, you can download the free Reader version [HERE](#).*
2. Two letters of endorsement from employers, instructors, and/or community members  
*Submit these letters as PDFs. They can either be sent along with your submission or your endorser may email his/her letter directly to Stephanie Grosz at [stephanie@promersberger.com](mailto:stephanie@promersberger.com).*
3. Current college transcript  
*In place of a transcript, you may have your college advisor submit a letter that lists your current GPA and your advisor's contact information. Submit this as a PDF along with your scholarship submission.*

## HOW TO SUBMIT:

All materials must be submitted electronically in a compressed (zipped) folder to Stephanie Grosz at [stephanie@promersberger.com](mailto:stephanie@promersberger.com). The zip folder must be named in this format: **Achievement2017\_FirstNameLastName.zip**

**Application Deadline:**  
**February 3, 2017**



## **ACHIEVEMENT AWARD APPLICATION FORM**

First Name \_\_\_\_\_ Middle Initial \_\_\_\_\_

Last Name \_\_\_\_\_

Home Address (permanent) \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Home Address (local) \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

**If employed, please list the business' name, location, and how many hours you work per week:**

## #1: ACADEMIC ACCOMPLISHMENTS



**ESSAY QUESTION:** In addition to your GPA, what do you consider your most important contribution or achievement in your area of expertise?

*Please type your answer in the space below:*

## #2: INVOLVEMENT AND EXPERIENCE



**ESSAY QUESTION:** What involvement and/or experience have you had in your primary area of study, outside of academic courses?

*Please type your answer in the space below:*

### #3: SHORT- AND LONG-TERM GOALS



**ESSAY QUESTION:** What are your short- and long-term career goals?

*Please type your answer in the space below:*

**Application Deadline:**  
**February 3, 2017**



## **ACHIEVEMENT AWARD APPLICATION FORM: LETTERS OF ENDORSEMENT**

**Applicant:** Give this form to an instructor, employer and/or community member who knows your special talents, academic ability, and leadership qualities.

**Endorser:** Please complete this form and include it with your letter of recommendation.

**About the Award:** The American Advertising Federation of North Dakota (AAF-ND) is a professional organization dedicated to furthering the marketing and advertising professions. Each year, the AAF-ND awards an achievement scholarship to reward one student who demonstrates exemplary involvement and accomplishment.

**Submitting your letter:** Please assess the student's academic performance, special talents and leadership qualities. When finished, return the written letter to the applicant so that they may include it along with the other application materials. If you wish to submit your letter privately, you may email it directly to [stephanie@promersberger.com](mailto:stephanie@promersberger.com).

**STUDENT'S NAME:** \_\_\_\_\_

The person whose name appears above wishes to have you write an endorsement regarding his/her qualifications for the American Advertising Federation Achievement Award.

### **ENDORSER INFORMATION:**

Name (please print) \_\_\_\_\_

Title \_\_\_\_\_

School/Company \_\_\_\_\_

City/State \_\_\_\_\_ Daytime Phone \_\_\_\_\_