



Ad Club

AAF – Great Falls

Since 1959, the Great Falls Ad Club has been committed to providing financial assistance to students in the development of post secondary skills in the fields of:

Arts

Marketing/Communications

Great Falls Ad Club provides the following scholarships:
Two \$2,000 scholarships to two **Montana High School Seniors**

See the high school ART Scholarship Criteria and Instructions

See the high school MARKETING/COMMUNICATIONS Scholarship Criteria and Instructions

See the High School Application Form

2010 Application Deadline:
February 26, 2010



**EDUCATION
COMMITTEE**
2009 • 2010

2010

Great Falls Ad Club High School ART Scholarship Application Criteria & Instructions

ELIGIBILITY CRITERIA

To be considered for a Great Falls Ad Club high school scholarship, the applicant must meet the following eligibility criteria:

1. Must be a high school senior and resident of Montana.
2. Must intend to pursue a career in **art or other related field**.
3. Must use the scholarship for post-secondary training/education in the areas identified above. Approval by the Great Falls Ad Club may be required.
4. Money will be awarded in two \$1,000 increments. The first \$1,000 will be disbursed in August 2010. The second \$1,000 will be disbursed in January 2011 after verification of a 2.5 GPA or certificate of completion in the post-secondary training/education. **Contacting the Great Falls Ad Club to coordinate receiving the second disbursement is your responsibility. You will not be contacted by the Great Falls Ad Club.**

SELECTION

A diverse committee of art professionals will select the scholarship winner. Entrants will be notified of the results in March 2010.

APPLICATION CHECKLIST: Materials MUST be in the following order. Any missing components or out of order materials may disqualify your entry.

1. **Format** – All written material must be submitted in a 3-ring, 1 inch, **black BINDER** with your name and address clearly indicated on the front of the binder.
2. **Cover letter** – Describe how the scholarship money will be used.
3. **High School Scholarship Application** – Complete and indicate whether you are applying for the Art Scholarship or the Marketing/Communication Scholarship.
4. **Resume** – Should include work experience, volunteer experience, extra curricular activities, honors and awards.
5. **Letters of recommendation** – Submit two: one must be from a school administrator or teacher; one from an employer or a community contact.
6. **Art Work Portfolio** - Must include ten color photographs or printed outputs showing examples of the applicant's work. All photographs or outputs must be labeled with artist's name and title of piece (if applicable) and must be inserted into plastic sleeves. No slides, CD's, DVD's or VHS tapes accepted. (For special request please contact the Ad Club)
7. **Return envelope** - Include a sufficiently sized self-addressed return envelope/package with postage paid if you would like your binder returned.

2010

Great Falls Ad Club High School **MARKETING/COMMUNICATIONS** Scholarship Application Criteria & Instructions

ELIGIBILITY CRITERIA

To be considered for a Great Falls Ad Club high school scholarship, the applicant must meet the following eligibility criteria:

1. Must be a high school senior and resident of Montana.
2. Must intend to pursue a career in **marketing, communications, advertising or other related field.**
3. Must use the scholarship for post-secondary training/education in the areas identified above. Approval by the Great Falls Ad Club may be required.
4. Money will be awarded in two \$1,000 increments. The first \$1,000 will be disbursed in August 2010. The second \$1,000 will be disbursed in January 2011 after verification of a 2.5 GPA or certificate of completion in the post-secondary training/education. **Contacting the Great Falls Ad Club to coordinate receiving the second disbursement is your responsibility. You will not be contacted by the Great Falls Ad Club.**

SELECTION

A diverse committee of advertising professionals will select the scholarship winner. Entrants will be notified of the results in March 2010.

APPLICATION CHECKLIST: Materials **MUST** be in the following order. Any missing components or out of order materials may disqualify your entry.

1. **Format** – All written material must be submitted in a 3-ring, 1 inch, **white BINDER** with your name and address clearly indicated on the front of the binder.
2. **Cover letter** – Describe how the scholarship money will be used.
3. **High School Scholarship Application** – Complete and indicate whether you are applying for the Art Education Scholarship or the Marketing/Communications Scholarship.
4. **Resume** – Should include work experience, volunteer experience, extra curricular activities, honors and awards.
5. **Letters of recommendation** – Submit two: one must be from a school administrator or teacher; one from an employer or a community contact.
6. **Marketing plan** - Choose to base it on either:
 - a. an existing business or product, OR
 - b. an imaginary business or product.

Marketing plan must include:

Title page - Name of business/product, client and name of your marketing campaign.

Description of business/product for which the marketing campaign is being designed.

(assume the reader has no knowledge of your topic).

Provide the goal of the campaign and the estimated budget to achieve the goal. **BE REALISTIC.**

Describe the market area, target audience and possible competition.

List three marketing objectives your campaign will use to achieve the desired goal.

Submit a sample idea of a TV/Radio or Print Commercial.

Prints or DVDs please, no slides or VHS tapes accepted.

7. **Return envelope** - Include a sufficiently sized self-addressed return envelope/package with postage paid if you would like your binder returned.



Great Falls Ad Club High School Scholarship Application

Name: _____

Phone: () _____ Email Address: _____

Address: _____ City, State, Zip _____

Montana High School attending: _____ US Citizen Yes No

Intended Post Secondary Field of Study: _____

Intended Name and Location of Post Secondary University/College/School:

Cumulative GPA from last completed Semester/Quarter: _____

_____ **Application for the Marketing/Communication Scholarship**

_____ **Application for the Art Scholarship**

Federal law requires the Great Falls Ad Club to obtain written permission from the awardees for the release of academic and biographical information to the scholarship donor and/or news media. By signing below, I agree that relevant information may be released. Furthermore, by signing below, I confirm the accuracy of the enclosed information and understand that any false or misleading statements may invalidate my application.

Signature: _____ Date: _____

Application Deadline: February 26, 2010

Your responses to the questions below are OPTIONAL. This information is collected for data tracking and analysis only. The answers you provide will not be used in the judging of this scholarship and will be kept strictly confidential.

Gender: Male Female

Race: Asian African American Caucasian Hispanic/Latino American Indian

Has either of your parents or guardian(s) ever COMPLETED a bachelor's degree? Unknown Yes No

Currently Employed: Yes No Hours worked per week: _____

How did you find out about this scholarship?: _____

Application Deadline: February 26, 2010

Contact Information:



Great Falls Ad Club
P.O. Box 634
Great Falls, MT 59403
Telephone: 406.761.6453
1.800.803.3351
Fax: 406.453.1128
Email: gfaf@gfaf.com



Scholarship Winners

ART SCHOLARSHIP

MARKETING SCHOLARSHIP

Ariel Baker

Rachel Granger

2010

Art Scholarship Winner

The Art Scholarship Winner will also receive a 7 week exhibition of their artwork at Paris Gibson Square Museum of Art in Great Falls, Montana.
The exhibition dates are June 10 through July 31, 2010.

Located in the historic Paris Gibson Square building near downtown Great Falls, the museum's six changing exhibition galleries feature outstanding and innovative Contemporary artwork by local, regional and nationally-recognized artists. As part of our mission to nurture artists of the region, Paris Gibson Square Museum of Art is especially pleased to offer exhibition space for graduating seniors planning to pursue a career in art.



Paris Gibson Square Museum of Art's Collector's Gallery.

Paris Gibson
Square
Museum of Art

