

Advertising Hall of Fame

LEGACY SCHOLARSHIP

The Advertising Hall of Fame, the highest award bestowed in the advertising industry, celebrates the extraordinary men and women who have made significant contributions to advertising and society. These legends raised the standards and level of professionalism in the industry, while inspiring and mentoring future generations.

The Advertising Hall of Fame Legacy Fund Scholarship was established to reflect the high ideals of the Advertising Hall of Fame and encourage future advertising leaders. Candidates will be evaluated on their academic achievements and their significant volunteer efforts within the community. The scholarship provides financial assistance to an undergraduate student in his or her junior year who demonstrates a strong desire to pursue a career in the advertising industry.

Scholarship amount: \$1,500 paid in one installment

The scholarship must be used for undergraduate studies to include tuition, books and fees. The number of scholarships awarded annually will vary based on corporate participation.

Eligibility:

An applicant will be considered for a scholarship if he or she meets the following criteria:

- Is an undergraduate student in his or her junior year pursuing a career in the field of advertising.
- Demonstrates outstanding leadership skills.
- Has made significant contributions to his or her community.
- Maintains a cumulative GPA of at least 3.25 on a 4.0 scale.
- Is a citizen or permanent resident of the United States.

Application should include:

- Nomination form
- Current résumé
- Official college transcript (sealed)
- Recommendation letter from an AAF college chapter adviser, an academic professor, local advertising federation officer or an advertising industry-related internship/job supervisor
- Essay addressing one of the following topics. Please limit your response to 500 words or fewer.
 1. Who, in your opinion, is the most influential advertising leader in the Advertising Hall of Fame and why?
 2. If you could work with any member of the Advertising Hall of Fame, whom would you choose and why?

To learn more about the Advertising Hall of Fame and its members, please visit www.advertisinghalloffame.org.



"Golden Ladder" trophy
designed by William Bernbach,
former chairman & CEO, DDB

Nomination Form

Nominee's name: _____
School mailing address: _____
City: _____ State: _____ Zip: _____
Cell phone number: _____
Permanent mailing address: _____
City: _____ State: _____ Zip: _____
Permanent phone number: _____
Email address: _____

Educational Information

College/University name: _____
College/University mailing address: _____
City: _____ State: _____ Zip: _____
Major: _____ Minor: _____
Cumulative GPA: _____ Graduation date: _____ AAF College Chapter: _____

Application deadline: January 11, 2010
Scholarship recipients will be notified by
February 12, 2010.

The Scholarship recipient will be invited to attend the Advertising Hall of Fame luncheon as a guest of the American Advertising Federation at the Waldorf=Astoria in New York City in March 25, 2010.

Please submit completed application to...
Advertising Hall of Fame Legacy Scholarship
AAF, Attn: Dee Dee Swartz
1101 Vermont Avenue NW, Suite 500
Washington, DC 20005
dswartz@aaf.org
(202) 898-0089