



SCHOLARSHIP
APPLICATION
2024

ADVERTISING CLUB OF WESTERN MASSACHUSETTS

ABOUT THE ADVERTISING CLUB

The Advertising Club of Western Massachusetts is the premier organization for marketing and communications professionals in western Massachusetts and northern Connecticut. Founded in 1909 as the Publicity Club of Springfield, for more than a century the Club has offered members the ability to advance and enrich the local creative community, by acting as a catalyst for idea exchange, professional development, and innovation. The Club continues to create a forum for members to learn, network, recognize achievement and give back to build a stronger advertising and marketing community.

In 1915, the Advertising Club established the region's first community service award – The Order of William Pynchon – to recognize outstanding commitment to the community. Since time, more than 200 deserving citizens have been presented with the Pynchon Medal bearing the words: The Honor Us Whom We Honor.

The Ad Club promotes a tradition of excellence, and with this annual scholarship, looks forward to making an important contribution to future generations of communications professionals.

SCHOLARSHIP INFORMATION

Always looking ahead, the Advertising Club of Western Massachusetts supports future generations of creative professionals with an annual merit-based scholarship, awarded to a deserving student from western Massachusetts intent on pursuing a career in the advertising, communications, marketing, graphic design, or affiliated industries.

In 2024 one \$1,000 scholarship* will be awarded, and all college-bound communication arts students from the region are invited to apply.

All applications must be submitted and postmarked by April 15, 2024.

A completed scholarship application form must be affixed to the letter of introduction, accompanied by a high school transcript, resume, and at least one personal reference.

Scholarship decisions are made by the Scholarship Committee of the Advertising Club of Western Massachusetts and are considered final.

Completed applications and all support materials should be sent to:

The Advertising Club of Western Massachusetts
P.O. Box 1022
West Springfield, MA 01090-1022

*The Advertising Club of Western Massachusetts reserves the right to disqualify incomplete applications, determine whether a scholarship will be awarded in any given year, and the number and size of awards.

CANDIDATE REQUIREMENTS

- Must be a high school senior with a permanent address in Western Massachusetts.
- Must be accepted by an accredited college or technical school to study advertising, communications, marketing, or graphic arts.
- Must enter college or technical school in September following high school graduation.
- Must apply the scholarship against tuition and fees at the college.

CRITERIA FOR SELECTION

- Application letter of introduction outlining; future plans, personal goals and how they relate to communications and academic goals, intended major and criteria for selecting college.
- Academic performance determined from official high school transcript of grades.
- At least one personal recommendation from a teacher, clergy, family physician, or other persons not related to you, who can discuss your qualifications for the scholarship.
- Detailed resume listing extracurricular activities, community service, special interests, work experience, and demonstrated interest and dedication to the advertising/communications/marketing or graphic design industries.

APPLICATION MUST INCLUDE

- Completed scholarship application form.
- Letter of introduction
- Official high school transcript of grades
- Resume
- At least one personal recommendation
- **Do not fold or staple materials; mail in 9" x 12" envelope**



2024 SCHOLARSHIP APPLICATION FORM

(Please print all information)

Date _____

Applicant name _____

Birth date of applicant _____

Name(s) of parent(s) or guardian(s) _____

Mailing address _____

Email address _____

Home phone _____

Cell phone _____

High school currently attending _____

Expected date of high school graduation _____

College or technical school accepted to _____

Intended major _____

Anticipated expenses per year (tuition room/board, books, misc.) \$ _____

Signature of applicant _____

DO NOT FOLD OR STAPLE DOCUMENTS - MAIL IN 9" X 12" ENVELOPE