



## Bill Hill Scholarship Award

for advertising, Public Relations, Graphics & Design, Marketing and Communications Majors

### Purpose

The purpose of the AAFSC Bill Hill Scholarship is to honor our first local president and Silver Medal recipient with a college scholarship award, in his name, to a student who has shown a career interest in the advertising or related field.

### Awards

One \$1,000 award will be available for one year only. No more than one scholarship will be awarded to the same individual. The scholarship will be paid directly to the recipients.

### Eligibility

1. All applicants must be a full-time student at a local high school, college or university, reside in Brevard County, Florida, and be a US citizen.
2. High School applicants must be in a class or course related to advertising, marketing, communication, film, website development or other related track and graduating in 2024.
3. College applicants must be in an upper division advertising, marketing, communication, film, website development or other related track and slated for graduation not earlier than the following fall semester.
4. Applicants must fill in the entire application and provide all the requested materials.
5. Membership is not required but recommended. Students who are not currently members of AAFSC are invited to complete both applications (membership and scholarship). Student member dues are \$10 per year.

### Selection Criteria

1. Demonstrated interest in advertising or a related field of study
2. Personal Statement
3. Sample of work (1 minimum)
4. Academic standing (minimum required cumulative GPA of 3.50)

### Application Requirements

To be considered for an AAFSC Bill Hill Scholarship Award, applicants must complete an application and return it to AAFSC **by April 15, 2024**. The applicant must include:

1. A completed application form.
2. Two letters of recommendation with at least one from a teacher or school official.
3. Sample of your work (1 minimum) in any related advertising field of study as mentioned in the Eligibility statement above.
4. A current official academic transcript from local school as mentioned above.
5. Personal Statement: please include a 250-500 word statement describing your advertising/creative/marketing career goals.

*If you need more time for certain items, please contact us immediately.*

**Submission of Application Form**

The application form starts on page 2 of this form. Please fill it out completely, sign and mail or scan with all other documents to [scholarship@aafspacecoast.org](mailto:scholarship@aafspacecoast.org). Include the last name of the applicant as part of the file name.

Alternatively, completed printed applications may be mailed to:

American Advertising Federation Space Coast  
P.O. Box 361435  
Melbourne, Florida 32936-1435

**Submission of Letters of Recommendation**

Letters of recommendation should be sent as pdf files (with the name of the applicant as part of the file name) directly from the author to [scholarship@aafspacecoast.org](mailto:scholarship@aafspacecoast.org). Alternatively, letters can be mailed to the same address listed above. The letter should indicate the capacity in which the letter writer knows the applicant, e.g. as a student, employee, or other capacity.

Questions about the application process may be directed to [scholarship@aafspacecoast.org](mailto:scholarship@aafspacecoast.org) or call 321-403-4081.

**Note that all application materials must be received by April 15, 2024.**

**A. General Information**

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

Email Address \_\_\_\_\_

Home Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_

Current School Attending \_\_\_\_\_

**B. Education Information**

School Applicant will attend next fall \_\_\_\_\_

Department and Major \_\_\_\_\_

Check the class you will be in next fall    \_\_\_\_\_ Junior    \_\_\_\_\_ Senior

Expected Graduation Date \_\_\_\_\_

Degree Expected \_\_\_\_\_

What was your grade point average last semester (A=4.0)? \_\_\_\_\_

What is your cumulative grade point average (A=4.0)? \_\_\_\_\_

Schools previously attended: \_\_\_\_\_

Current and Past School Activities and Honors:

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Community Activities and Honors:

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Optional: Hometown Newspaper – Name and Address (this information will be used to send an announcement of the award to your local newspaper)

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**C. Employment**

Please list your employment history, including dates, starting with your most recent job. Place an asterisk (\*) before any company where your involvement was in the field of advertising.

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**D. Application Statement**

The information provided in my application is, to the best of my knowledge, complete and accurate, and I understand that false statements on this application will disqualify me from the scholarship.

I, (please print name) \_\_\_\_\_, give permission for any college or school to release to the American Advertising Federation Space Coast Bill Hill Scholarship Award any information necessary to process my application for the award.

Application's Signature \_\_\_\_\_

Date \_\_\_\_\_

E. **Personal Statement** can be provided as a separate document. Please describe why you are applying for the scholarship, your qualifications and your educational career goals. This statement does not need to exceed 500 words.

#end#