

**MAFF SCHOLARSHIP APPLICATION**

**Eligibility Criteria:** Madison Advertising Federation Foundation is offering scholarships to college students pursuing a career in an advertising related field. Applicants must have at least one semester of undergraduate study remaining to be eligible. Applicants must be enrolled in marketing, commercial art, communications or business programs. The Madison Advertising Federation Foundation has a predetermined list of weighted criteria (see below) which will be used in evaluating and judging each of the applicants. Awardees will be notified in writing.

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

\_\_\_\_\_  
Street Address, City and Zip Code Phone Number

\_\_\_\_\_  
Permanent Address: Parent's Name, Street, City, State and Zip Code

\_\_\_\_\_  
Permanent Phone Number

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

Year \_\_\_\_\_ Major Area of Study \_\_\_\_\_  
*Present Status & Planned Graduation Date*

**CRITERIA NO. 1 – Financial Need**

**Weight in Evaluation – 30%**

Please list the primary sources of funds for your college education and the relative percentage of funding for each source.

Parent(s) \_\_\_\_\_ % of Funding \_\_\_\_\_

Name of Financial Institution or Government Loans: \_\_\_\_\_ % of Funding \_\_\_\_\_

Job(s) \_\_\_\_\_ % of Funding \_\_\_\_\_  
*Present Status & Planned Graduation Date*

\_\_\_\_\_  
% of Hours per Week \_\_\_\_\_

Scholarships and Other  
Funding \_\_\_\_\_  
\_\_\_\_\_ % of Funding \_\_\_\_\_

**CRITERIA NO.2 - Personal Assessment**

**Weight in Evaluation – 30%**

Current Overall G.P.A \_\_\_\_\_ Total number of credits taken \_\_\_\_\_ Credits this semester \_\_\_\_\_

G.P.A in Major Area of Study \_\_\_\_\_ Total number of credits taken in major area of study \_\_\_\_\_

Please **list by name** any advertising/marketing related courses taken and indicate if class is being taken this semester.

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**CRITERIA NO.3: Extra Curricular Activities**

**Weight in Evaluation - 20%**

Please list all jobs, internships, and activities related to advertising.

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**CRITERIA NO.4: Personal Assessment**

**Weight in Evaluation - 20%**

Please attach a brief statement telling MAFF your anticipated career plans after graduation and why you feel you merit consideration for this award. **(Statement must be limited to a maximum of 250 words.)**

A copy of your resume should also be included.

**REFERENCES:**

Please list two references, identifying who they are (employer, minister, etc.). If one is an instructor, it must be someone other than your advisor.

Name	Relationship to you
Email Address	Phone Number
Name	Relationship to you
Email Address	Phone Number

**Application Deadline: April 14, 2017** (Application must be postmarked on or before this date.)

Your Signature	Date Submitted
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Please submit your application to: Madison Advertising Federation Foundation  
6 Odana Ct. • Madison, WI • 53701