



Bill Leslie Scholarship Application

The AAF Greenville scholarship is named in honor of Bill Leslie, founder of Leslie Advertising and a leader in Greenville's advertising industry for nearly 40 years.

Mission

The Bill Leslie Scholarship exists to support students studying advertising or advertising-related fields at colleges and universities in the Upstate, SC market by providing a one-time financial scholarship.

Values

These qualities are valued by the board of the AAF Greenville Bill Leslie Scholarship:

- Excellence in advertising-related courses
- A thorough, professional portfolio that demonstrates superior advertising work
- Giftedness that exhibits disciplined study and academic development
- A pursuit of advertising that reflects a passion for the industry
- A high quality of academic, co-curricular, and extra-curricular work in the advertising industry

Information

1. Eligible students must be enrolled in a degree-seeking baccalaureate program at a college or university within the upstate advertising market.
2. Advertising scholarships are "no-need" awards; financial need is not the factor in determining the recipients.
3. Scholarship nominees will have two weeks after notification in which to accept the award.
4. The Bill Leslie Scholarship requires the following:
 - Full-time enrollment status at a college or university in the upstate market
 - Seeking a degree in a field related to advertising (i.e., advertising, marketing, graphic design, interactive media, etc.)
 - A minimum 2.5 grade point average overall must be maintained with a minimum 3.0 grade point average in area of study
5. Recipients are selected based on the portfolio and interview process detailed in the Application Procedures.

Application Procedure

Please do not hesitate to contact us if you have any questions about the application process:
info.aafgreenville@gmail.com

- A. Applications may be emailed to info.aafgreenville@gmail.com, or mailed to AAF Greenville ATTN: Bill Leslie Scholarship PO Box 464 Greenville, SC 29602
- B. Portfolio information.. format, contents, etc.
- C. Have your selected recommenders complete and return the Recommendation Form.
- D. To be considered, the following materials must be submitted to the Selection Committee:
 - a. Portfolio
 - b. Scholarship Application
 - c. Short Personal Essay
 - d. Experience List
 - e. Recommendation Form



**APPLICATION MATERIALS MUST BE POSTMARKED BY APRIL 1st

APPLICATION FORM

I: PERSONAL INFORMATION To be completed by Applicant. Please fill in all requested information.

NAME _____ DATE OF

BIRTH _____

FIRST

MIDDLE

LAST

HOME ADDRESS _____ STREET _____

CITY/STATE _____ ZIP _____

HOME PHONE _____ CELL _____

E-MAIL ADDRESS _____

II: ACADEMIC INFORMATION

COLLEGE OR UNIVERSITY _____

ADDRESS _____

MAJOR _____ MINOR _____

EXPECTED GRADUATION DATE: _____ GPA: _____ ACADEMIC HONORS YOU HAVE RECEIVED:

OTHER SCHOOL ORGANIZATIONS & ACTIVITIES:

III: ADVERTISING BACKGROUND: BRIEFLY LIST YOUR MOST RECENT EXPERIENCES IN ADVERTISING

ACTIVITIES: LIST THE ADVERTISING ACTIVITY AND ROLE YOU PLAYED. LIST THE MOST RECENT FIRST.



YEAR

ORGANIZATION NAME

SUPERVISOR

EMAIL

HONORS ORGANIZATIONS: LIST ANY HONORS ORGANIZATIONS THAT YOU HAVE BEEN A MEMBER OF.

GRADE

ORGANIZATION NAME

I HEREBY MAKE APPLICATION FOR THE BILL LESLIE SCHOLARSHIP.

SIGNATURE: _____ DATE: _____

RECOMMENDATION FORM

PART I: TO BE COMPLETED BY APPLICANT.

Please fill in all requested information and provide recommender with a stamped/addressed envelope.

APPLICANT NAME: (please print)

First Name	Middle Initial	Last Name

Under provisions of the FERPA Law of 1974, this applicant will have access to this information unless he/she has waived the right for such access. (WAIVING your right is recommended for greater accuracy of recommendation comments.)

I waive my right to access this recommendation.

Signature	Date

I do not waive my right to access this information.

Signature	Date

PART II: TO BE COMPLETED BY RECOMMENDER.

1. This applicant is being compared to the following:
 - o Entry-level advertising professionals I have worked with.
 - o Undergraduate students I have taught.

2. Please rate this student in the following areas:

	Superior	Above Average	Average	Below Average	Inferior
Scholarship	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



3. Please provide insight into the applicant’s strengths and weaknesses with your comments below

Signature

Printed Name

Email

___ Position/Title:

___ Name of Institution (if applicable):

Address: _____
