



Student Scholarship Overview

Objective:

The American Advertising Federation of Baton Rouge Student Scholarship is designed to assist and support an outstanding student who has shown significant professional promise in a degree program related to the advertising, communications, graphic design, and marketing industries.

Award:

The scholarship provides \$2,000 plus an honorary one-year membership in the American Advertising Federation-Baton Rouge. The payment will be paid directly to the student by check.

Eligibility Requirements:

1. Applicants must have at least a 3.0 overall grade point average.
2. Applicant must be within five semesters of graduation from an accredited university or college located Baton Rouge and the surrounding areas in a degree program related to the advertising, communications, graphic design, and marketing industries. *(Note: Graduating seniors are ineligible for the scholarship unless accepted to an accredited graduate or professional program related to advertising.)*

Applicant Requirements:

All applicants must include items 1, 2, 3, and 4 with the completed application (page 2).

Graduating seniors applying for the scholarship who have been accepted to graduate school must complete item 5.

1. A resume that is suitable for a job application. The resume should include any academic honors, special projects, activities, etc.
2. A transcript of all college studies, including grades from the preceding semester and notations for courses in progress.
3. A letter from the applicant to the AAF-BR Scholarship Selection Committee outlining his or her career goals and professional interests, and how his or her college experience relates to these goals and interests. Formatting: 1 inch margins, 12 point Times New Roman font, maximum 500 words double spaced.
4. Two letters of academic and/or professional recommendation (contact info of the letters' authors MUST be included in letters).
5. Graduating seniors applying for scholarship: A letter from an accredited graduate or professional school that notes acceptance into a program related to advertising.

Submit completed application by April 28, 2026 to info@aafbr.org with subject line "2026 Student Scholarship Applications" as a zipped file w/ filename being your first & last name & StudentScholarship (ex. "JoePublic_StudentScholarship").

For any questions, please contact info@aafbr.org.



Student Scholarship Application

Applicant's Full Name: _____

University Name: *(if graduating senior put current university and graduate university)*

Major Field of Study in School: _____

Anticipated Date of Graduation: _____

Most Valid Address: *(include City / State / Zip)*

Email: _____

Phone: _____

I certify that the information provided in this application package is accurate.

Applicant Signature & Date

I certify that the applicant's statement of university & major field of study are accurate.

Department Chair Signature & Date