

# Coastal Advertising Marketing Professionals Scholarship Application

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The purpose of Coastal Advertising Marketing Professionals is to provide and promote a better understanding of the functions of advertising and of its values; to apply these skills, creativity and energy of the advertising industry whenever it is needed to help social problems; to advocate the standards of advertising through a voluntary program of self regulation; to promote good fellowship and free exchange of ideas.

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One of the many ways CAMP tries to accomplish these is through the support of advertising, marketing, communications, and public relations education. The CAMP Scholarship is for anyone in an advertising related major such as *advertising, marketing, communications, public relations, graphic design, or photography* and is awarded in the amount of \$750. The CAMP Diversity scholarship promotes a multicultural voice for the future in advertising and marketing and is also awarded in the amount of \$750 to a minority applicant pursuing advertising related degree.

## **ELIGIBILITY CRITERIA**

1. Applicants must be an undergraduate enrolled full or part-time in a two-year or four-year college or university.
2. CAMP scholarship will only be awarded to student attending a college or university in Florence, Georgetown, and Horry counties in SC and Brunswick, New Hanover, Robeson, and Columbus counties in NC.
3. Applicants must be second semester freshman through a first semester Senior at the time of their application.

## **THE APPLICATION PROCESS**

1. Applications are available online to be downloaded from [www.mbcamp.com](http://www.mbcamp.com).
2. Applicants must be completed and mailed to:  
Education Chairman  
CAMP  
PO Box 1414  
Myrtle Beach, SC 29578-1414
3. Applicant must submit a sample portfolio / presentation of their work representing their creative abilities in their field of study.
4. A committee of judges will review the applicants' work to assist in deciding the winner.
5. All material submitted will be returned to the applicant. Please label all pieces. CAMP will not be held responsible for lost or damaged material.
6. Submit a brief essay.
7. To submit application for both scholarships, applicant must complete two complete applications, mail them together, but submit only one portfolio.

## **SCHOLARSHIP AMOUNTS**

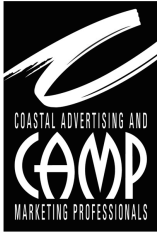
1. Two non-renewable scholarships in the amounts of \$750 each will be made payable and sent to the recipient.
  - CAMP Scholarship amount - \$750
  - CAMP Diversity Scholarship amount - \$750

**PORTFOLIO SAMPLE**

- Please present a sample of your work that displays your creative and/or professional abilities in the area of advertising, graphic design, marketing presentation, and/or writing samples for communication, advertising, and/or public relations. For advertising sales focused students this may include sample presentations or promotion projects.

**ESSAY**

- In less than 250 words please explain why you are pursuing a career in advertising, marketing, or public relations, and why you deserve this award.



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Name \_\_\_\_\_

E-Mail \_\_\_\_\_ Telephone: \_\_\_\_\_

Address \_\_\_\_\_  
*Street City State Zip Code*

## Scholastic Information

University \_\_\_\_\_ College Major \_\_\_\_\_

Scholarship Applied for:  CAMP  CAMP Diversity.

I will attend as a  part-time or  full-time student.

Cumulative College GPA \_\_\_\_\_ on \_\_\_\_\_ semester hours completed / earned.

I attest that to the best of my ability I have met the required academic, major, geographic, and any other criteria listed for this scholarship and that the information I provided is accurate to the best of my knowledge and therefore should be considered for the scholarship award.

**Signature** \_\_\_\_\_ **Date** \_\_\_\_\_