

**George C. McNutt Scholarship Fund  
NorCal Business Marketing Association  
2017 - 2018 Scholarship Opportunities**

The Northern California (NorCal) Business Marketing Association on behalf of the George C. McNutt Scholarship Fund invites students to apply for two (2) scholarships that will be awarded to students with a declared major in marketing, advertising, communications or a related discipline at the following San Francisco Bay Area academic institutions: University of California at Berkeley, Notre Dame de Namur in Belmont, California and San Jose State University. Scholarships of \$1000 USD each--in addition to benefits listed below, dependent upon academic achievement, will be awarded to students pursuing a career in the marketing and advertising or communications field. Application **deadline is MAY 31, 2018.**

**Details of the NorCal BMA McNutt Scholarship Program**

Scholarship awards will be announced in July of 2018 at a NorCal BMA member event, website, or via press release. These scholarships are funded from donations or interest paid to the George C. McNutt endowment fund.

**One (1) to Two (2) Student Scholarships** of \$1000.00 each shall be awarded. As part of the scholarship, recipients will also receive:

- ◆ A free 1-year NorCal BMA membership (valued at \$75-\$300 USD)
- ◆ A 1-on-1 mentorship with a NorCal BMA member for 1 year (estimated value of \$15,000 USD)
- ◆ Internship opportunities at Bay Area companies via the NorCal BMA BOD and its members (variable monetary value depending upon internship)
- ◆ A 1-year pass for NorCal BMA monthly or young professional events (valued at \$180-\$240 USD)

The scholarships give priority to students intending to pursue careers in the marketing, advertising or communications fields. One scholarship will be awarded to a student at San Jose State University, University of California at Berkeley, or Notre Name de Namur University in Belmont, California. Graduate students pursuing their Master's in Business Administration with an emphasis in Marketing are also encouraged to submit an application.

**Conditions of Eligibility**

- ◆ Applicants must be students attending the universities or colleges stated above
- ◆ Combined GPA 3.4 or above
- ◆ Dean or Professor Letter of Recommendation
- ◆ Sample work in related marketing fields (extra-curricular, classroom, or work history)
- ◆ Student brief (1-2 pp.) essay on financial need & career aspirations
- ◆ Enrollment as an undergraduate or graduate (MBA) **student** at one of the stipulated universities

- ◆ Declared a communications/marketing/advertising major or MBA with Marketing emphasis
- ◆ Be a legal resident of the United States of America
- ◆ Not a previous recipient of any McNutt scholarship
- ◆ Not an existing or former Director of the NorCal BMA or ANA Board
- ◆ Not a friend or family member of an existing or former Director of the NorCal BMA or ANA Board

### **Application Process & Criteria**

To apply please:

- 1) Complete the one-page application form available at the bottom of this instruction sheet.
- 2) Attach a short essay (not to exceed 500 words) on your career goals and why you feel you should receive a Northern California Business Marketing Association (NorCal BMA) McNutt Scholarship.
- 3) Evidence of academic performance (a transcript or other evidence)

Completed scholarship applications and all appropriate items listed above must be received electronically at the NorCal BMA **no later than midnight on MAY 31, 2018** to the following email address:

[StrategicInitiatives@norcalbma.org](mailto:StrategicInitiatives@norcalbma.org)

### **Awarding of Scholarships**

Upon receipt, a scholarship review board consisting of NorCal Business Marketing Association BOD and committee members will review the completed scholarship applications to select the candidate(s). Scholarship awards will be announced at a Northern California Business Marketing Association member event, on the website, or via a press announcement in the Summer of 2018.

**McNutt Fund Scholarship**  
**NorCal Business Marketing Association**  
**SCHOLARSHIP APPLICATION**  
**2016 – 2017**

Date \_\_\_\_\_  
Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Email \_\_\_\_\_  
Current University or College \_\_\_\_\_ GPA \_\_\_\_\_  
Degree, minor or emphasis declared or which you plan to declare \_\_\_\_\_

Please attach the following:

1. An essay (not to exceed 500 words) on your accomplishments, educational and career goals and why you believe you should receive a Northern California (NorCal) Business Marketing Association Scholarship.
2. Evidence of academic performance (a transcript or other evidence).
3. Dean of Professor Letter of Recommendation.
4. Sample work in related marketing fields (extra-curricular, classroom, or work history).

I give the Northern California (NorCal) Business Marketing Association the right and permission to use my name and photograph in promotional materials and publicity efforts. I understand that my name may be used in a publication, print ad, direct mail piece, or other form of promotion. I release Northern California (NorCal) Business Marketing Association, their officers, agents and designees from liability for any violation of any personal or proprietary right I may have in connection with such use.

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_