

Do you want to create experiences that challenge the status quo to create extraordinary value for brands? Do you want to be an innovative storyteller that brings brands to life through the medium that is most effective, whether through digital channels or in real life? Do you believe that ‘nothing is impossible’? Then the multi-disciplinary creative agency Imagination may be for you.

**DIVERSITY IN THE D**

A Scholarship & Mentorship Program

**Sponsored By:**

|  |  |  |  |
| --- | --- | --- | --- |
| Full Name: |  |  |   |
|  | Last |  First |  M.I. |

|  |  |  |
| --- | --- | --- |
| Address: |  |  |
|  | Street Address | Apartment/Unit # |

|  |  |  |  |
| --- | --- | --- | --- |
|  |  |  |  |
|  | City | State | ZIP Code |

|  |  |  |  |
| --- | --- | --- | --- |
| Phone: |  | Email: |   |

|  |  |  |  |
| --- | --- | --- | --- |
| School Currently Enrolled: |  | Expected Graduation Date: |   |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| GPA: |  | Major: |   | Portfolio Site: |  |
| Do you currently receive any financial aid? [ ] Yes [ ] No  |  | Social Security or ID Number: |   |
| How did you hear about this scholarship? |  |

|  |  |
| --- | --- |
| What words below best describe you? (Select up to 5): |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| [ ]  Adventurous | [ ]  Courageous | [ ]  Efficient | [ ]  Introspective | [ ]  Reliable |
| [ ]  Analytical | [ ]  Creative | [ ]  Friendly | [ ]  Inventive | [ ]  Storyteller |
| [ ]  Bold | [ ]  Curious | [ ]  Innovative | [ ]  Musical | [ ]  Strategic |
| [ ]  Collaborative | [ ]  Expressive | [ ]  Insightful | [ ]  Open-minded | [ ]  Visual |

Which creative career path most excites you? (Choose only one): [ ]  Copywriting [ ]  Art Direction [ ]  Film Making

[ ]  Strategy [ ]  User Experience (UX/UI) [ ]  Digital Art & Animation Design [ ]  3D Design [ ]  PR/Communications

|  |  |
| --- | --- |
| List any organizations or clubs you belong to and leadership positions you hold: |  |
| Name: |   | Position: |   | From – To: |   |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Name: |  | Position: |   | From – To: |   |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Name: |  | Position: |   | From – To: |   |

|  |  |
| --- | --- |
| List any previous internship experiences: |  |
| Company: |  | Position: |   | From – To: |   |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Company: |  | Position: |   | From – To: |   |

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| --- | --- | --- | --- | --- | --- |
| Company: |  | Position: |   | From – To: |   |

**Please complete all three essay questions below. Each essay must stay between 300 – 500 words.**

Why do you need this scholarship?

What are your career goals for both the short and long-term?

What does “diversity” mean to you?

# ABOUT THE SCHOLARSHIP

Adcraft Detroit in partnership with the Detroit marketing community is committed to supporting diversity within the Detroit marketing industry. Through this partnership, we will support minority Juniors and Seniors by providing them with mentorship, financial support, and experience gained through internships.

Scholarship funding, mentorship and internship will be provided for this two-year program by the sponsoring marketing agency or production company.

* College Junior Year (2021): $5000 Scholarship + Mentorship
* College Senior Year (2022): $5000 Scholarship + Mentorship
* 10-week paid internship to be completed during Junior or Senior year

# ABOUT ADCRAFT (www.adcraft.org)

Established in 1905, Adcraft Detroit is America’s oldest and one of the largest and most respected advertising organizations in the country. We serve 2,000+ members who come from all segments of the marketing communications industry, ranging from high-level industry executives to young professionals to college students. Adcraft provides important benefits to support and strengthen the Detroit marketing community including professional development programs, industry networking events, college scholarships and career services. Our mission: to connect, educate, inspire and celebrate the Detroit marketing community we serve.

# ABOUT IMAGINATION (www.imagination.com)

Imagination is an experience design company, independent for 50 years and founded on the principle of Independent Creativity. We create experiences that change the status quo. Client offerings include consulting, destinations, content and live projects. Global clients include Ford, Lincoln, Samsung, Major League Baseball, Shell, Jaguar Land Rover, IKEA, and HSBC. Imagination was the agency behind the creation of the Detroit Youth Choir’s adaptation of [‘Glory’](https://www.youtube.com/watch?v=vUQN0MEiCrU) in 2020. Imagination is committed to Diversity, Equity and Inclusion. Please read our DE&I Statement [here](https://a.storyblok.com/f/69145/x/d8daa370f6/de-i-statement.pdf).

# ELIGIBILITY

To qualify you must be a U.S. national or permanent resident and belong to a minority group: African American, Asian American, Hispanic American, Native American, Asian Pacific American, and/or Subcontinent Asian American. You must be at least 18 years of age, have received a high school diploma, and are currently enrolled in a higher education institution as a Junior or Senior at a college or university located in Michigan.

**PERFORMANCE REQUIREMENTS**

Scholarship recipients must maintain a 3.0 GPA and meet the school’s attendance policy to retain their scholarship.

**DEADLINE**

All completed applications must be received by February 26, 2021 (5PM EST)

**SUBMISSION REQUIREMENTS**

* Completed application form
* Most recent college transcript (can be either official or unofficial version)

**SUBMIT APPLICATION BY EMAIL TO:**

Michelle Rossow (mrossow@adcraft.org)

Executive Director

Adcraft Club of Detroit

2000 Brush Street, Suite 601

Detroit, MI 48226

# QUESTIONS ON APPLICATION OR ELIGIBILITY

Please email Michelle Rossow, Adcraft Executive Director, at mrossow@adcraft.org