



2017 Sam Littleton Scholarship Application

Name:

Email:

Phone Number:

Address:

College/University:

Major:

Cumulative GPA:

Date of Graduation:

Please provide a personal essay (no more than 300 words typed) detailing what makes you a good candidate for this scholarship and how it would benefit you.

Applications must be submitted to AAF, Knoxville Education Chair, David S. Wells at dwells@tnpress.com no later than **April 30th, 2017**. Selected candidates will be invited to attend a AAF luncheon where they will be presented with their award.



Dear College/University,

The American Advertising Federation (AAF) is the nation's oldest national advertising trade association, and represents all facets of the advertising industry. As the "Unifying Voice for Advertising," our mission is to look for ways to positively promote our profession, especially to students who may consider advertising and related fields as a career.

As such, the Knoxville Chapter of the American Advertising Federation has established a scholarship program open to students who wish to pursue **any course of study related to advertising**. These include **graphic arts, writing, marketing, communications, media, and others**. The AAF **Sam Littleton Scholarship** Program will award scholarships each year. Students at schools in and around Knoxville are eligible.

We believe that your institution may have a number of individuals who may be interested in applying for this scholarship. The amount awarded is \$500-\$1,500 per year for one to three students selected from submissions. The deadline for applications submission is **April 30th, 2017**.

Please encourage any student you think might have an interest to apply for this scholarship. It is named after Sam Littleton, a long-time Knoxville advertising and media professional who built, over many decades, a reputation for professionalism, sound counsel, and community service.

Please see and submit the enclosed application. We look forward to considering your students as potential recipients.

Sincerely,

Sarah Loebner
President AAF Knoxville