

**HALO**  
branded solutions

**SCHOLARSHIP  
CONTEST**

<b>\$1,500 Award</b> 1 <sup>st</sup> Place	<b>\$1,000 Award</b> 2 <sup>nd</sup> Place	<b>\$500 Award</b> 3 <sup>rd</sup> Place
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## About the Fall 2017 Scholarship Contest

As the nation's leading distributor of promotional products, HALO Branded Solutions seeks to support the next generation of marketing leaders and innovators through our college scholarship contest. We're looking for students who demonstrate creativity, a passion for marketing, and a commitment to excellence – the same principles that have guided HALO's business for over six decades. Enter the HALO Branded Solutions Scholarship Contest for an opportunity to win up to \$1,500 toward your undergraduate degree! Three prizes will be awarded: 1<sup>st</sup> place: \$1,500, 2<sup>nd</sup> place: \$1,000 and 3<sup>rd</sup> place: \$500. Applications must be submitted by November 1, 2017 for consideration.

- What You'll Need



### REFERENCE

Letter of recommendation



### 3.25 GPA

Cumulative GPA of 3.25 or higher



## ESSAY

400-600 words

1

## ELIGIBILITY REQUIREMENTS

- Applicants must be enrolled in (or accepted to) a full-time undergraduate program at an accredited U.S. university.
- Applicants must be legal U.S. residents aged 18 or older at the time of application.
- Our scholarship contest is not open to anyone employed in, or whose immediate family is employed in, the promotional products industry in any capacity. This includes (but is not limited to) suppliers, distributors and organizations that primarily service the promotional products industry. (We encourage those families to explore [PPEF's scholarships.](#))

2

## HOW TO APPLY

In a 400-600-word essay, write a response to one of the following essay prompts. Please include proper citations.

1. Describe your favorite use of promotional products by a company or organization. What was the product? Why was it a positive addition to the brand's marketing campaign? Explain how it was integrated with other marketing pieces and how it affected your relationship with the brand. (Example: You received your favorite bag while volunteering in your community or you saw a "street team" promoting a new beverage with samples and water bottles.)
  2. Describe a community branding event done well. What organization or brand hosted the event? What was the objective? How were promotional products incorporated? Was the objective met? If so, what helped make the event a success? If not, could the brand improve the event next time?
  3. Give an example of a product launch (or new brand launch) done well. What brand/product was it? Who was the target audience and how did the brand attempt to reach that audience to make a lasting impression? What marketing materials (ads, promotional products, etc.) were used in the campaign?
- Submit your essay, transcript, and letter of recommendation via the form below. (Note: You must attach/upload all files before clicking "submit".) If you have any questions or technical issues, please contact [scholarship@HALO.com](mailto:scholarship@HALO.com).
  - Late applications will not be considered.

- Applications with persistent spelling or grammatical errors will not be considered.
- No substitutions, new drafts, or corrected pages will be accepted once you have submitted your original application.
- Please name and save your files in the following format:
  1. LastName\_FirstName\_Essay.pdf
  2. LastName\_FirstName \_LetterRec.pdf
  3. LastName\_FirstName \_Transcript.pdf

**Deadline: November 1, 2017**

By applying for this scholarship you are agreeing to the scholarship contest [rules, terms, and conditions](#).



## **SELECTION CRITERIA**

1. Answer to 100-word marketing question (described above), official transcript, and letter of recommendation must be submitted with your essay for consideration in this contest.
2. Essay grading scale
  1. **A.** Relevance to & knowledge of topic (35 points)
  2. **B.** Originality/creativity (35 points)
  3. **C.** Quality of writing (15 points)
  4. **D.** Works cited and in-text citations (15 points)