A black and grey logo

Description automatically generated

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 agency VML may be for you.

**DIVERSITY IN THE D**

A Scholarship & Mentorship Program

**Presented 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: |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 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 female and 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 one-year program by VML.

* College Junior or Senior Year (2024 or 2025): $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 2,200+ 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:** **Adcraft Detroit is an inclusive organization evolving to connect, inspire, educate, and celebrate our diverse professional community.**

# ABOUT [VML](https://www.vml.com/):

Scholarship funding, mentorship and internships will be provided for this 1-year program by VML, an organization committed to ensuring all team members are included, celebrated and supported. VML believes the highest performing teams require diversity of thought, experience and perspective.

# ELIGIBILITY

To qualify you must be a U.S. national or permanent resident, be female and/or 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 Monday, 5/9/2025 (5PM EST)

**SUBMISSION REQUIREMENTS**

* Completed and typed application form (no handwritten submissions will be reviewed)
* Most recent college transcript (official PDF version)

**SUBMIT APPLICATION BY EMAIL TO:**

Lauren Hustek at: **lauren@adcraft.org**

Adcraft Detroit Executive Director

# QUESTIONS ON APPLICATION OR ELIGIBILITY

Please email Lauren Hustek, Adcraft Executive Director, at lauren@adcraft.org