



JUNIOR FUTURITY MARKETING SCHOLARSHIP

OBJECTIVE

To highlight the success of our rising young beef producers in the industry through recognition of their achievements and career aspirations towards strengthening our beef industry, allowing the further education of our beef youth through financial support & dedication to the future of the beef industry.

This year is the first year we are hosting the Commercial Cattlemen's Day alongside the Bull Pen Show. Applicants must create marketing material that is suitable for advertising this new event. This can include a promotional video, a print advertisement, a radio advertisement, or a social media campaign.

APPLICATION & COMPETITION DETAILS

- Application
 - Open to Junior Futurity present and past exhibitors (within the past five years)
 - To be filled in and submitted by **October 20, 2017**
- Submit to:
 - Northlands Agriculture Department
 - c/o Junior Futurity Scholarship
 - Box 1480
 - Edmonton AB T5J 2N5
 - Ph: 780.378.8401
 - Fax: 780.471.8169
 - Email: bfraser@northlands.com
- Each application may contain a backgrounder to accompany their submission.
- Video
 - Each application may contain a video that is a maximum of 30 seconds long.
- Print Advertisements
 - Minimum size: 7.25" x 4.6", no bleed.
 - Advertisements can be created on a word document, hand drawn or using a design program and must be submitted via email.
 - Social Media Campaign
 - Must include a minimum of 10 unique posts using at least 2 different social media platforms ie Facebook, Twitter, Instagram, Snapchat etc.

The scoring from the advertisements submitted will determine the winner. Scoring will be based on creativity (25%), informative (25%) and authoritative tone (ability to persuade the audience) (20%) and additional points (5%) for those who enter with more than one category ie Print & Video.

In order to be eligible for the scholarship you must be competing or have competed in the Junior Futurity Showcase within the last five years.



CONDITIONS

The scholarship must be used for educational purposes such as university, college, technical school. Other educational opportunities are subject to approval by the Scholarship Committee and Northlands.

The scholarships will be handed out in the form of an RESP to Junior Members under the age of 21.

Scholarship award winners can only receive monies on a one-time basis.

AWARDS & PRESENTATION

Announcement of the 2017 Junior Futurity Beef Showcase Scholarship recipients will take place on November 11, 2017

DIVISIONS

1. Marketing – Junior Division (9 – 14 years of age)
2. Marketing – Senior Division (15 – 20 years of age)

The champion will receive \$370 and reserve champion will receive \$125.



2017 JUNIOR FUTURITY MARKETING COMPETITION APPLICATION

The application includes submitting the following by October 20, 2017.

- Completed Application Form
- Marketing material created for Commercial Cattlemen's Day

The completed application should be sent to:

Northlands Agriculture Department
c/o Junior Futurity Scholarship
PO Box 1480
Edmonton, AB T5J 2N5
Ph: 780.378.8401
Fax: 780.471.8169
Email: bfraser@northlands.com

APPLICANT INFORMATION

Name _____
Address _____
City _____ Province _____ Postal Code _____
Phone _____ Cell _____
Fax _____ E-Mail _____

POST SECONDARY INFORMATION

Name of university, college, or technical school you are planning to attend or are currently attending:

Name of program you are planning to take or currently taking:

Career plans following your studies:



SIGNATURE

I hereby certify that my responses are true and factual and that I have read the eligibility requirements set out by Northlands. I grant Northlands permission to use my name, information and likeness in connection with scholarship publicity and media releases.

Signature: _____

Date: _____

To be eligible for the scholarship applicants must have participated in the Junior Futurity Beef Showcase within the last five years.

Junior Futurity competition takes place November 8, 2017 with the scholarship award presentation taking place on November 11, 2017 at the Alberta Supreme Show of Champions.

Applications must be completed in full, be accompanied by the required documentation, and received by Northlands no later than October 20, 2017.