

Celebrate The Future 2010 Nomination Form



Nominee:

On an attached page, please write a short essay (up to 500 words). Tell us how you heard about **Celebrate the Future Scholarship** and describe your passion for the hospitality industry. Your essay should include the reasons for selecting the hospitality industry as a career, your ultimate goal in this field and how this scholarship or internship will help you fulfill your goals.

Nominator:

On an attached page, please write a short essay (up to 500 words). Tell us how you heard about **Celebrate the Future Scholarship** and describe why your candidate deserves to be awarded a scholarship. Your essay should describe the qualities possessed by the candidate that will make him/her successful in the hospitality industry.

Award decisions will be based on demonstrated need and dedication to the industry.

Please return/mail this form, an essay and resume if applicable to:

Café Media
C/O Celebrate the Future
777 West Chicago Ave.
Chicago, IL 60654

Deadline for Nomination form:
August 1, 2010

For more information, please visit
www.cafemagazine.com/future
Contact Chrissy@cafemediallc.com
312.283.7021

Nominee information

First Name

Last Name

Date of Birth

Gender

Telephone

Email

Current Employer

Nominator information (if different)

First Name

Last Name

Telephone

Email

Relationship to nominee

Program of interest (check one) :

- Higher Education (\$7500)
- Vocational (\$2000)
- Sales & Marketing Internship (resume required)

Diageo and Café Media want to help you become a professional in the hospitality industry. You can apply for a higher education scholarship, vocational training or a sales and marketing internship.

Scholarships

Johnnie Walker “Keep Walking” Scholarship
Don Julio “Legendary” Scholarship
Baileys “Cream of the Crop” Scholarship
Jose Cuervo “Live Notoriously Well” Scholarship
Buchanan’s “Leave a Lasting Mark” Scholarship
Crown Royal “Crown Worthy” Scholarship
Ciroc Vodka “Distilled to Perfection” Scholarship



A Café Media representative will call all applicants to verify submitted information and request at least two references. A review committee using a pre-determined selection process will choose finalists. All winners will be invited to a ceremony where they will receive their scholarship award.

Higher education scholarships of \$7,500 will be given for classes or programs provided by an accredited university, community college, institute of technology or other collegiate level institution that awards academic degrees or professional certifications. Degree or certification must be towards education within the hospitality industry; for example, hotel, restaurant or bar management, and other hospitality related management degrees.

Vocational scholarships of \$2,000 will be awarded for classes or programs provided by an accredited vocational or trade school, or career college that provides vocational education in which students are taught the skills needed to perform a particular job or job specific skills related to the hospitality industry; for example, bartending, Mixology or sommelier certifications, event planning, and other hospitality related certifications and trainings.

The sales, marketing and merchandising internship is a full-time, paid position from October 2010 – March 2011. One winner will be chosen to receive experience as a brand merchandiser with exposure to sales processes, trainings, brand kick-offs and customers. Consideration for full-time employment may also be given based on available openings.

PARTICIPATING RULES

- To qualify as a nominee, you must be a legal resident of the United States and over the age of 21 years at the time of entry. By participating in the program you are agreeing to the terms and conditions, which govern it.
- By submitting information to Café Media LLC, you hereby certify that all information is true, current and complete.

- Only one entry per person is allowed.
- No purchase is necessary in order to apply.
- The program starts on March 1, 2010 and entries must be submitted by August 1, 2010.
- The value of the higher education scholarship is not to exceed \$7,500 and will be paid directly to the educational institution.
- The value of the vocational certification scholarship is not to exceed \$2,000 and will be paid directly to the educational institution.
- Nominees may apply for both scholarship levels but only one will be awarded per winner.
- In order to receive the higher education scholarship, the winner must be currently enrolled or demonstrate the future enrollment to an accredited school or institution within six months of winning date.
- The scholarship is non-transferable and is only valid for 1 year. All applicants for the Sales & Marketing Internship are required to submit a resume with the nomination form and essay.
- Any personal data relating to participants will not be disclosed to a third party subject without the individual's prior consent.
- By entering into this program, participants acknowledge and agree that Café Media LLC will retain their personal data for the duration of this program and for the purpose of running this program.
- The selected winners must agree to participate in all related publicity, including photographs, and attend the award ceremony event in September 2010.
- The decisions made by the scholarship review committee are final.