

Collegiate Scholarship Award Criteria



Collegiate Sales & Marketing Scholarship Award Opportunity Sales & Marketing Awards Gala Dinner Monday, April 28, 2025

The Buffalo Niagara Sales and Marketing Executives (BNSME) hosts the Sales and Marketing Awards Gala Dinner, which is an annual event that allows Western New York companies the opportunity to publicly recognize the achievements of local Sales and Marketing Professionals.

At this event, BNSME also honors **one college or university student** who is majoring in business or marketing and has already made an impact in the industry. The **Collegiate Sales & Marketing Award** will be presented to the winning student in front of over 200 sales and marketing executives within the Western New York market. **The Collegiate Award includes a \$500 scholarship check payable to the award recipient.**

The nominee must be:

- A current undergraduate or graduate student in a business or marketing major, at an officially accepted degree or certificate program, at an accredited U.S. college or university.
- Plan to graduate or receive diploma by May 2025.
- Applicants must have a minimum cumulative grade point average of 2.5 on a 4.0 scale.

The nominee must meet one of the following criteria:

- Sales/marketing experience and exceeded performance.
- Involvement and contribution toward a Professional Trade Organization.
- Involvement and contribution toward a Community/Civic Organization.

Applications will be reviewed by our Education committee and the scholarship winner will be selected. The winner will be contacted in advance and invited to attend the annual Awards dinner to receive their award and scholarship.

See registration form for more details

PROFESSIONAL DEVELOPMENT & RELATIONSHIP BUILDING

Buffalo Niagara Sales and Marketing Executives P.O. Box 1185 Orchard Park, NY 14127 716.662.2279

Collegiate Award Registration Form



Collegiate Sales & Marketing Scholarship Award Presented by: Buffalo Niagara Sales & Marketing Executives

The Scholarship “Application Form” and Essay are due **Friday, March 28, 2025**.
Please submit via email to: **bnsme@bnsme.org**

This award has been established by Buffalo Niagara Sales and Marketing Executives to recognize our next leaders within the sales and marketing industry. The recipient of this award will exemplify one or more of the following:

- Sales | Marketing experience and exceeded performance.
- Involvement and contribution toward a Professional Trade Organization.
- Involvement and contribution toward a Community | Civic Organization.

Applicants must have a minimum cumulative grade point average of 2.5 on a 4.0 scale. NOTE: prior engagement with BNSME will strengthen your application.

All submissions must include the following:

- Completed Application Form (including essay)
- Resume
- Professional Character Reference – *please provide Name, Position, Contact Info.*
- This cover sheet (signed by both the applicant and the applicant’s local advisor).

DO NOT SEND ANYTHING EXCEPT THE ITEMS LISTED ABOVE.

Applicants Name:

Applicant’s Signature

Advisor’s Signature

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Scholarship Award application is due **Friday, March 28, 2025**. Please email to:
bnsme@bnsme.org

Name: _____

Address: _____

E-Mail: _____ Phone: _____

1. Future educational and/or professional plans in business, sales or marketing:
2. Describe one successful business, sales or marketing experience:
3. Explain your participation in community service:
4. List all your related business, sales or marketing extra-curricular activities:
5. Have you participated in any BNSME events in the past year? YES or NO (circle one)

Please choose **ONE** of the following two essay topics and write a 250-500-word response. The document needs to be a Word document, double spaced using 12-point font. You will email it as a separate attachment when sending the completed application.

- What have you valued the most so far in your educational experience?
- Why did you choose to major in business or marketing?

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