



## The Yamaha-ACT Scholarship Program

Sponsored by Yamaha Motor Corp., USA

Yamaha Motor Corp., USA, is pleased to continue its scholarship program in 2015 – 16 for student members of the Agricultural Communicators of Tomorrow (ACT). Yamaha recognizes the agricultural/farming industry as an important community for ATV and Side-by-Side (SxS) vehicles. Through this program Yamaha aims to:

- (a) Provide ACT students with financial assistance to attend the **2016 Ag Media Summit** in St. Louis on July 23 – 27 and capitalize on a premier professional development and networking opportunity with leading agricultural industry communications professionals.
- (b) Promote and encourage safe and responsible use of ATV and SxS vehicles.
- (c) Introduce members of the agriculture/farming community to Yamaha products.

Yamaha-ACT scholarships are intended for students interested in pursuing a career in agricultural communications. Through this program, Yamaha strives to reach out to the future of the industry and recruit assistance in conveying messages of safe, responsible ATV and SxS use to the greater agriculture/farming community for generations to come.

The 2015-16 Yamaha-ACT Scholarship Program will provide **THREE CHAPTER** opportunities based on merit, need and quality of application materials.

**The top three scoring chapters will receive a financial award** to assist the chapter's students in travel to the 2016 Ag Media Summit. The three awards for the best applications are as follows:

- 1<sup>st</sup> Place = \$2,000
- 2<sup>nd</sup> Place = \$1,500
- 3<sup>rd</sup> Place = \$1,000

Chapters must include a line-item travel budget within their application to help the scholarship review committee determine the level of need for each chapter.

Please see the Yamaha-ACT Scholarship Program Application for additional details and visit [www.YamahaOutdoors.com](http://www.YamahaOutdoors.com) for information on Yamaha ATV and SxS vehicles.



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### Application Form (please complete and return as part of your Chapter Application):

ACT Chapter Name and/or School	
Primary Contact Name, Phone Number and Email Address	
Chapter Faculty Advisor Name, Phone Number and Email Address <i>(if different from above)</i>	
School Address <i>(street, city, state, zip)</i>	
List any Chapter Social Media Channels and Handles	
Number of Members in the Chapter	
Number of Members Expected to Attend the 2016 Ag Media Summit if Awarded Scholarship	
Have You Applied for the Yamaha-ACT Scholarship Before?	
Have You Received a Yamaha-ACT Scholarship Before? <i>If so, please specify when and how much.</i>	
How Did You Learn About the Yamaha-ACT Scholarship?	
Are You Applying for and Expect to Receive Other Scholarships Supporting 2016 Ag Media Summit Travel Expenses?	

*(See page 2 for additional information, guidelines and restrictions.)*

**YOUR APPLICATION PACKET MUST INCLUDE the following:**

1. Application Form from previous page.
2. Cover Letter including:
  - Overview of the chapter including number of members, how long it has been active, any major milestones and/or accomplishments.
  - Brief explanation of why the members of the chapter want to attend 2016 Ag Media Summit, and what the expectations are for professional and/or personal growth.
  - Description of need and persuasive argument on why your chapter should receive this scholarship.
  - Detail of other financial support the chapter is pursuing to supplement travel expenses to the 2016 Ag Media Summit including any funding provided by the chapter's school.
  - Line-item budget for the chapter's travel to 2016 Ag Media Summit including how/where a Yamaha scholarship award might be applied.
  - Highlight of any personal ATV or SxS use as it relates to farming and ranching (not required).
3. **Three Practical Communication Pieces:**
  - To provide students with the opportunity to develop materials used in their portfolio and/or for coursework requirements, please include three practical communication or marketing pieces.
    - We encourage students to include these pieces within coursework assignments as appropriate and when allowed by the school.
  - The practical communication pieces should incorporate appropriate **"ATV & SxS Safety Awareness" into an appropriate farming/agricultural setting.** The overall objective for the communication pieces is to raise awareness of the importance of safe, responsible use of ATV and SxS vehicles on farms or ranches and to educate agricultural audiences on safety guidelines (*refer to the attached safety guidelines and recommendations*). Creativity in strategic and tactical execution is encouraged.
  - Examples of acceptable work include but are not limited to:
    - a. Journalistic story / feature article / blog entry
    - b. Public relations plan
    - c. Press release
    - d. Social media plan
    - e. Graphic design (e.g. print ad, brochure, web page, etc.)
    - f. Broadcast / Video story board (actual videos will not be accepted)
    - g. Photo essay
    - h. Other — please feel free to be creative and/or use materials produced within coursework assignments
  - Yamaha Photography Resources Available: applicants are welcome to use photos of Yamaha ATVs and SxSs in the communications pieces developed for their scholarship applications. The use of Yamaha photos is not required. Photos are available for download from the Yamaha Media Website via the links below.
    - ATVs - <http://www.yamaha-motor-media.com/pressKit.asp?l=2&m=503>
    - Side-by-Sides - <http://www.yamaha-motor-media.com/pressKit.asp?l=6&m=492>

**ADDITIONAL GUIDELINES AND RESTRICTIONS:**

- **Deadline for Application: Must be received by Thursday, March 31, 2016.**
- Winners will be notified individually on/around **May 1, 2016.**
- Chapters must attend the 2016 Ag Media Summit for eligibility.
- Recipients must be 18 years or older and full-time students both at the time of application and during the 2016 Ag Media Summit.
- ACT Chapter Scholarship Payout: Yamaha will provide a check for the entire amount of the award prior to Ag Media Summit.

**Mail Applications to:**

Yamaha-ACT Scholarship Committee, c/o Dave Harding  
Charleston|Orwig  
515 W. North Shore Drive  
Hartland, WI 53029

**Electronic Submissions:**

Email Dave Harding at [dharding@charlestonorwig.com](mailto:dharding@charlestonorwig.com)  
for private FTP access to upload application materials.

**For questions or additional information, please contact:**

Dave Harding at [dharding@charlestonorwig.com](mailto:dharding@charlestonorwig.com) or  
your chapter advisor.



## **ATV and Side-by-Side Vehicle Safety Recommendations**

Yamaha Motor Corp., USA, recommends all riders/drivers complete an approved training course before operating any ATV or Side-By-Side (SxS) vehicle. When operating an ATV or SxS, always avoid paved surfaces and public roads, wear appropriate riding and protective gear at all times, never carry passengers unless the vehicle is designed to do so, never engage in stunt riding, do not operate while under the influence of alcohol and/or drugs, avoid excessive speeds and be particularly careful on difficult terrain. Always follow logical, common-sense rules. Remember to “Tread Lightly,” ride in a responsible manner, respecting the environment, as well as all state and local laws. Always read and follow the safety recommendations in the owner’s manual before operating any ATV or SxS vehicle.

### **Recommended safety gear to be worn at all times:**

- Helmet
- Eye protection (such as goggles)
- Gloves
- Long sleeve shirt / jersey
- Long pants
- Over-the-ankle boots

### **Age recommendations for operating ATVs:**

- ATVs with engines greater than 90cc are recommended for use only by riders 16 years and older.
- The Yamaha Raptor 90 is recommended for use only by riders 10 years and older.

### **Age recommendations for operating Side-By-Side vehicles:**

- Yamaha recommends drivers of SxS vehicles be at least 16 years old with a valid driver’s license.
- Yamaha recommends SxS passengers be large enough to keep their feet flat on the floor and back flat against the seatback while simultaneously grasping the hand hold(s).

### **For additional information on ATV Safety please visit:**

- The All-Terrain Vehicle Safety Institute (ASI) – [www.atvsafety.org](http://www.atvsafety.org)
- Specialty Vehicle Institute of America (SVIA) – [www.svia.org](http://www.svia.org)
- Recreational Off-Highway Vehicle Association (ROHVA) – [www.rohva.org](http://www.rohva.org)
- Tread Lightly! – [www.treadlightly.org](http://www.treadlightly.org)