



## The Yamaha OAI-ACT Grant Program

Sponsored by the Yamaha Outdoor Access Initiative

The 2017 Yamaha OAI-ACT grant program will provide opportunities based on merit, need and quality of application materials.

Grants are to be used by the receiving chapter(s) exclusively to assist its students with travel to the Ag Media Summit. Multiple chapter grants are available. Every chapter is encouraged to apply. The OAI review committee will determine which applications qualify, and grants between \$500 to \$2,500 will be awarded accordingly.

**Deadline for Application:** Must be received by **Wednesday, April 12, 2017**. Submit directly or via Dropbox (if over 10MB) to: [yamahaoutdooraccess@gmail.com](mailto:yamahaoutdooraccess@gmail.com). Winners will be notified individually on/around May 1, 2017

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

ACT Chapter Name and/or School	
Primary Contact Name, Number and Email Address	
Chapter Faculty Advisor Name, Number and Email Address (if different from above)	
School Address (street, city, state, zip)	
Please list any chapter social media channels and handles	
Number of Members in the Chapter	
Number of Members Expected to Attended the 2017 Ag Media Summit if Scholarship is Received	
Have you applied for the Yamaha-ACT scholarship before?	
Have you received a Yamaha-ACT scholarship before (please specify when and how much)?	
How did you learn about the Yamaha OAI-ACT grant?	
Are you applying for, and do you expect to receive other scholarships or grants that will help supplement travel expenses to 2017 Ag Media Summit?	

*(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:
  - Provide an overview of the chapter, briefly explain which members will attend Ag Media Summit, describe the need and provide a persuasive argument for why your chapter should receive this scholarship.
  - **Include a line-item travel budget for the chapter's travel to 2017 Ag Media Summit including how/where a Yamaha scholarship award might be applied.**
3. At least one and up to a combination of three practical communications pieces. Preference will be given to those who include social media efforts in their submission (i.e., a feature article or infographic, summarized/promoted in a Facebook Photo/Video or Live post that includes a demonstration of ATV/SxS rider safety gear).
  - To allow for an evaluation of agricultural communications skill level and area of interest, and to provide students with an opportunity to develop materials that can be used for their portfolio, and/or for coursework requirements please include one practical communications or marketing piece.
  - We encourage students to include their practical piece within coursework assignments (as appropriate and allowed by the school).
  - The practical communications piece should incorporate appropriate "ATV Safety Awareness" **into an appropriate farming/agricultural setting** (refer to the attached ATV safety guidelines and recommendations).
  - 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 (for example: a 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 created within coursework assignments

**ADDITIONAL GUIDELINES AND RESTRICTIONS:**

- **Deadline for Application: Must be received by Wednesday, April 12, 2017**
- Winners will be notified individually on/around **May 1, 2017**
- To be eligible, Chapters must attend the 2017 Ag Media Summit.
- Recipients must be 18-years-old or older and full time students at the time of application and during the 2017 Ag Media Summit.
- ACT Chapter Scholarship Payout: Yamaha will provide a check for the entire amount of the award prior to Ag Media Summit.

**PLEASE SUBMIT ALL QUESTIONS AND/OR APPLICATIONS DIRECTLY OR VIA DROPBOX (IF OVER 10MB) TO:**  
[yamahaoutdooraccess@gmail.com](mailto:yamahaoutdooraccess@gmail.com)