



Today's students.  
Tomorrow's business professionals.

## BPA Marketing and Public Relations Award Application

### **Purpose**

To promote the image of Business Professionals of America and its members; to inform the public of the meaning and objectives of BPA; to encourage the creation of media promotions, especially chapter newsletters and Websites promoting BPA; and to encourage organized local chapter membership recruiting efforts/activities.

### **Eligibility**

All applicants must be in good standing with Business Professionals of America. This award is open to members in the Middle Level, Post-Secondary and Secondary Divisions who have completed at minimum one activity which does one of the following: promotes the image of Business Professionals of America and its members, informs the public of the meaning and objectives of BPA, encourages the creation of media promotions, especially chapter newsletters and Websites promoting BPA and/or encourages organized local chapter membership recruiting efforts/activities.

### **Guidelines and Application**

Applications must be submitted utilizing this form and submitted via the BPA Cares Submissions System at [www.bpa.org/submit](http://www.bpa.org/submit). NO E-MAIL OR MAIL APPLICATIONS WILL BE ACCEPTED. Submission applications must include all activity descriptions. Partial applications will not be accepted or combined.

Applications due April 1.

### **Qualification Period**

Activities completed between April 2, 2017 and April 1, 2018 (11:59 PM EST) can be counted towards this award.

### **General Information**

Applicants may only count activities once in the BPA Cares Award Program, except Service Learning Individual and Chapter Activities Award of Excellence.

Chapters may complete more than one activity to equal the total number of hours/dollars.

Activity descriptions cannot exceed 500 words in total.

Activities may include but are not limited to

- any activity that promotes BPA in the school or community
- any activity that builds good public relations and is reported in the media (document media release)
- any chapter newsletter that is distributed to school or community members (outside the chapter membership, include document distribution)
- any chapter Website promoting the chapter and /or BPA members (document Website)
- any organized chapter membership recruiting activity

All activity descriptions must include title, organization benefiting from the project, date project completed, location of the project and description of the project.

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Activity #2 (descriptions cannot exceed 500 words in total):

Activity #3 (descriptions cannot exceed 500 words in total):

Activity #4 (descriptions cannot exceed 500 words in total):

Activity #5 (descriptions cannot exceed 500 words in total):

Activity #6+ (descriptions cannot exceed 500 words in total):