



THE KENTUCKY WILDLANDS
2022 SCHOLARSHIP APPLICATION
SOUTHEAST TOURISM SOCIETY MARKETING COLLEGE®

What is STS Marketing College® ?

Since its inception in 1992, Southeast Tourism Society Marketing College® has hosted tourism professionals, for one week, each year. Students participate in a curriculum designed to teach marketing techniques from all facets of the tourism industry.

Marketing College® professors are industry-related professionals from across the U.S., noted as experts in their field, who bring a working-knowledge of current trends, data, and implementation for tourism and travel.

Upon completion of the three-year Marketing College® curriculum, students receive a Travel Marketing Professional (TMP) certification, presented at a special graduation ceremony at STS Connections.

Why does The Kentucky Wildlands offer scholarships for STS Marketing College®?

The Kentucky Wildlands understands the importance of empowering our tourism professionals. This program will introduce you to the connections and resources you may never encounter in your day-to-day job while also teaching you current marketing trends to your benefit. We are passionate about tourism and travel, and we want to see our partners of The Kentucky Wildlands succeed. It is definitely an investment worth making.

Who can apply?

Anyone who is a travel and tourism professional, in the hospitality business and industry-related fields. Applicants must live and work in the 41 counties of The Kentucky Wildlands. First, second and third year students of **STS Marketing College®** are encouraged to apply. You may qualify for this scholarship even if you received it from The Kentucky Wildlands or another organization in prior years.

*****This scholarship is ONLY for the cost of attendance, valued at \$1125. It does NOT include lodging and travel costs, which is solely the responsibility of the recipient. It also does not cover the cost of the Festival and Events class on Friday or the notebook.**

You can visit <https://www.southeasttourism.org/marketing-college> for lodging options. Most meals are included in the attendance fee but please note those that are not.

NAME: _____

ORGANIZATION: _____

POSITION: _____

ADDRESS: _____

PHONE: _____

EMAIL: _____

ANNUAL BUDGET: _____

HOW MANY YEARS HAVE YOU WORKED IN THE TOURISM INDUSTRY?: _____

WHAT YEAR WILL THIS BE FOR YOU AT STS Marketing College®?: 1st Year
2nd Year 3rd Year Alumni

DID YOU RECEIVE A SCHOLARSHIP FROM US LAST YEAR? _____

WHY DO YOU WANT TO ATTEND STS Marketing College®?

WHAT ARE YOUR TOP THREE PRIORITIES TO LEARN FROM STS Marketing College®?

1. _____

2. _____

3. _____

WHAT IS ONE THING YOU WOULD LIKE TO SEE IMPROVED/IMPLEMENTED IN YOUR COMMUNITY AND HOW DO YOU THINK STS Marketing College® COULD HELP YOU DO THAT?

All recipients will be required to submit a summary of what they learned from STS Marketing College® and their key take-aways. Are you willing to do so?

Yes _____ No _____

PLEASE SUBMIT YOUR APPLICATION BEFORE March 20, 2022 TO THE KENTUCKY WILDLANDS SCHOLARSHIP COMMITTEE, 2292 S. HWY 27, SOMERSET, KY 42501, or administrator@kywildlands.com. A decision will be announced by April 3rd, 2022 to allow enough time for registration and travel plans made.

I agree to attend all classes as required by STS, and understand that not attending all classes may result in the organization that I am applying with having to re-pay all costs of my attendance to Eastern Kentucky PRIDE, Inc. I also understand my organization is responsible for all travel costs. By signing below, I agree to the terms of this application, and also agree to submit the summary, as required.

Signature _____

Printed Name _____

Organization _____

Organization's Authorized Signor _____

We are happy to answer any questions you may have!

Thank you,

Tammie Nazario

Director, The Kentucky Wildlands

Explorekywildlands.com

888-577-4339

