

# NATO (National Association of Theatre Owners) of Wisconsin and Upper Michigan Scholarship Official Rules:

This year varying scholarship amounts will be awarded totaling up to \$10K with a minimum of \$1,000 to qualified employees, like you! This program is open to seniors in high school and postgraduate students employed by member theaters. Applying is incredibly EASY! Follow the steps below to see if you qualify!

- 1) If you're enrolling or currently enrolled in, as a full-time student in a college or vocational school for the upcoming year, you are on your way.
- 2) Send us your school transcripts (unofficial is acceptable). *See below for address.*
- 3) Submit a letter of recommendation from your theater manager on **company letterhead**. *See below for address.*
- 4) Create a Page on Facebook! Follow the correct steps below:  
**NOTE: Applicants who are re-applying must create a completely new Facebook Page for this year's program. Any prior year(s) content will not be considered. Past recipients not eligible.**

The image shows a screenshot of a Facebook profile page for a user named Kimberly Marie. The profile picture is a wedding scene with a bride in a white dress and bridesmaids in red dresses. A red circle with the number '1' is overlaid on the profile picture area. The page has 382 friends and a 'Create Page' dropdown menu is open on the right side. The dropdown menu includes options like 'Create Group', 'New Groups', 'Your Groups', 'Create Ads', 'Advertising on Facebook', 'Activity Log', 'News Feed Preferences', 'Settings', 'Log Out', 'Help', 'Support Inbox', and 'Report a Problem'. The main content area shows a status update from Kimberly Marie: 'Kimberly Marie updated her profile picture.' with a timestamp of '1 min'.

search Facebook

Kimberly Home 7

**2**

Local Business or Place

Company, Organization or Institution

Brand or Product

Artist, Band or Public Figure

Entertainment

**Cause or Community**  
Join your supporters on Facebook.

Kimberly Marie - NATO WIUP

By clicking Get Started, you agree to the Facebook Pages Terms.

[Get Started](#)

Kimberly Home 7

**3**

Set Up Kimberly Marie - NATO WIUP

1 About 2 Profile Picture 3 Add to Favorites 4 Preferred Page Audience

**Tip:** Add a description and website to improve the ranking of your Page in search.  
Fields marked by asterisks (\*) are required.

Add a few sentences to tell people what your Page is about. This will help it show up in the right search results. You will be able to add more details later from your Page settings.

NATO of Wisconsin and Upper Michigan Scholarship Program

Website (ex: your website, Twitter or other social media links)

Choose a unique Facebook web address to make it easier for people to find your Page. Once this is set, it can only be changed once.

http://www.facebook.com/KimberlyMarieNATOWIUP

Need Help? [Skip](#) [Save Info](#)

- 5) Email your page URL to [carol@natoofwiup.org](mailto:carol@natoofwiup.org)  
Format URL as: [www.facebook.com/YourNameNATOWIUP](http://www.facebook.com/YourNameNATOWIUP)  
***Please test the URL to ensure it correctly goes to your page.***
- 6) Select a headshot for your Pages profile photo and 'Like' NATO of Wisconsin and Upper Michigan Scholarship page!  
(<https://www.facebook.com/NATOofwiupScholarship>)
- 7) Now is the fun part! Customize your Page showing us who you are and what your interests are! Encourage your friends and family to 'Like' your page and write recommendations for you! Use this Page as a marketing tool; you're presenting yourself as an applicant!

**Grading of your Facebook page will be based on incorporating the following four categories into your Facebook page:**

- 1) Likes, Comments, and Recommendations
- 2) Theatre involvement (with the theatre that qualifies you for this scholarship)
- 3) Community Service
- 4) Use of Multi-Media (pictures, video, audio, etc.)

**Good Luck!**

**Following documents for mailing:**

- School transcripts (unofficial is acceptable)
- Letter of recommendation from your theater manager on company letterhead

**MAIL TO:**

NATO of Wisconsin & Upper Michigan  
Attention: Carol Brown  
**N64 W24801 Main Street - Suite 104**  
**Sussex, WI 53089**

Please ensure that these documents are received in the NATO WI/UP office no later than **March 15, 2019. DO NOT EMAIL OR FAX.** Email or fax transmission of these materials will not be accepted. Your application **WILL NOT** be considered without these documents, regardless of whether or not your Facebook page is complete.

All page viewing and judging will take place by the scholarship committee beginning **March 25, 2019 with winners selected and announced by May 1, 2019. (Facebook content added after judging begins, will not be considered).** Each applicant will be contacted with their results via email. It will not be posted on our Facebook page.

All scholarship funds will be applied to the 2019-2020 academic year and made payable directly to the winning recipient's school. If schooling is delayed or canceled for any reason, the scholarship will be forfeited.

Any additional questions or concerns may be directed to Carol Brown at our scholarship headquarters: 262.532.0017 or [carol@natoofwiup.org](mailto:carol@natoofwiup.org)