

PROGRAM REPORT

Scholarship

Applications Open: December 3, 2019

Applications Close: February 27, 2020

Maximum ACT Score: 26

Minimum GPA: 2.75

Open to High School Senior or First-Time College Freshman Fall 2020

U.S. Citizen and Alabama Resident

Planning to Enroll in an Alabama Eligible School Fall 2020

Demonstrate Financial Need

Marketing

Screenvision - six weeks starting 11/11 in 30 theatres

Digital Ads - November and December to feature Tax Deduction and General Messaging

Treasurer Media Tour – Treasurer to be interviewed by various media outlets throughout state

McWane Center –Itty Bitty Magic City Booth Sponsorship begins in December

Be My Neighbor Day – December 6 - Mobile