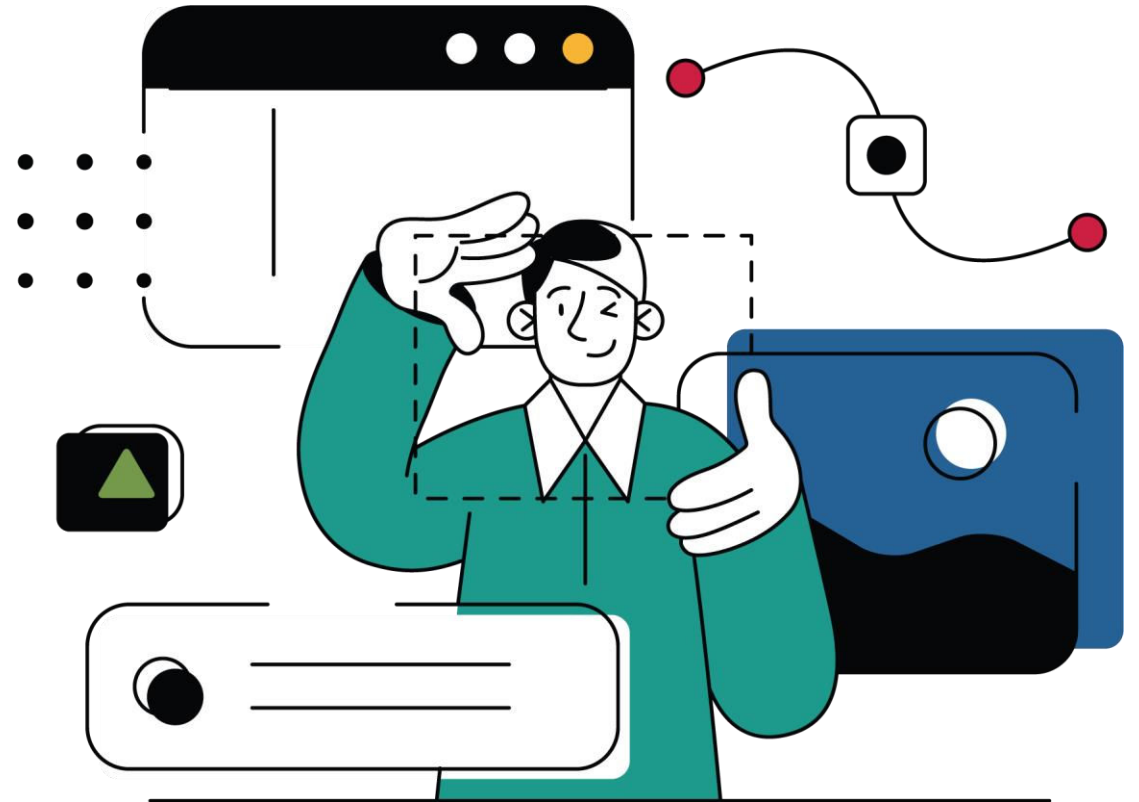




INTERNATIONAL
SCHOLARSHIP &
TUITION SERVICES

Program Launch Promotions Package



What's Included

Our program launch package includes our most popular promotional services:

- ✓ Digital Collateral
- ✓ Social Media Posts
- ✓ Email Campaign or Press Release

All for just a one-time fee of \$1,500!



Digital Collateral

ISTS will design a full-color, branded 8.5in x 11in flyer or 11in x 17in poster, with content such as a program overview, QR code or link to apply, and key dates. Includes two rounds of edits. ISTS will provide a print-ready file to the client.




ScholarUp
March 7 · 🌐

The Voyager Scholarship, The Obama-Cesky Scholarship for Public Service is now accepting applications from rising juniors!

Funded by a \$100 million personal contribution from Airbnb CEO and Co-founder Brian Chesky to the **Obama Foundation**, the Voyager Scholarship provides college students with last-dollar financial aid to help alleviate the burden of college debt, a meaningful travel experience to expand their connections to new communities, and a network of mentors and leaders to support them throughout their careers. The two-year scholarship program for U.S.-based students in their junior and senior years of college offers unique opportunities for those who are committed to pursuing careers in public service.

The application deadline is March 27, 2024. Learn more and apply at <https://obama.org/programs/voyager-scholarship>.

#voyagerscholarship



ScholarUp
@ScholarUp

The 2024 application for @beardfoundation's Scholarship Program is now open! JBF will award more than \$500,000 in #scholarships, tuition waivers & work study grants to students seeking to expand their #culinary knowledge. Apply by 4/5 at tinyurl.com/JBFscholarships

#goodfoodforgood

Apply Now
for a James Beard
Foundation
Scholarship!



James Beard
Foundation

Social Media Posts


ISTS will spotlight your program on the *ScholarUp* Facebook page and X feed. Includes one post on each platform with an accompanying image/logo and two rounds of edits.

Email Campaign

ISTS will send one email blast to a list of potential applicants (up to 5,000 addresses) from our internal database. Includes copywriting, setup and list maintenance, and two rounds of edits.

Scholarships for Sacramento Area Students [View this email in your browser](#)

College scholarships up to \$4,000!



At SMUD, we recognize the value of education and the impact it can have on our families and our community. We're proud to offer Powering Futures, a special annual college scholarship program awarding up to \$60,000 to students.

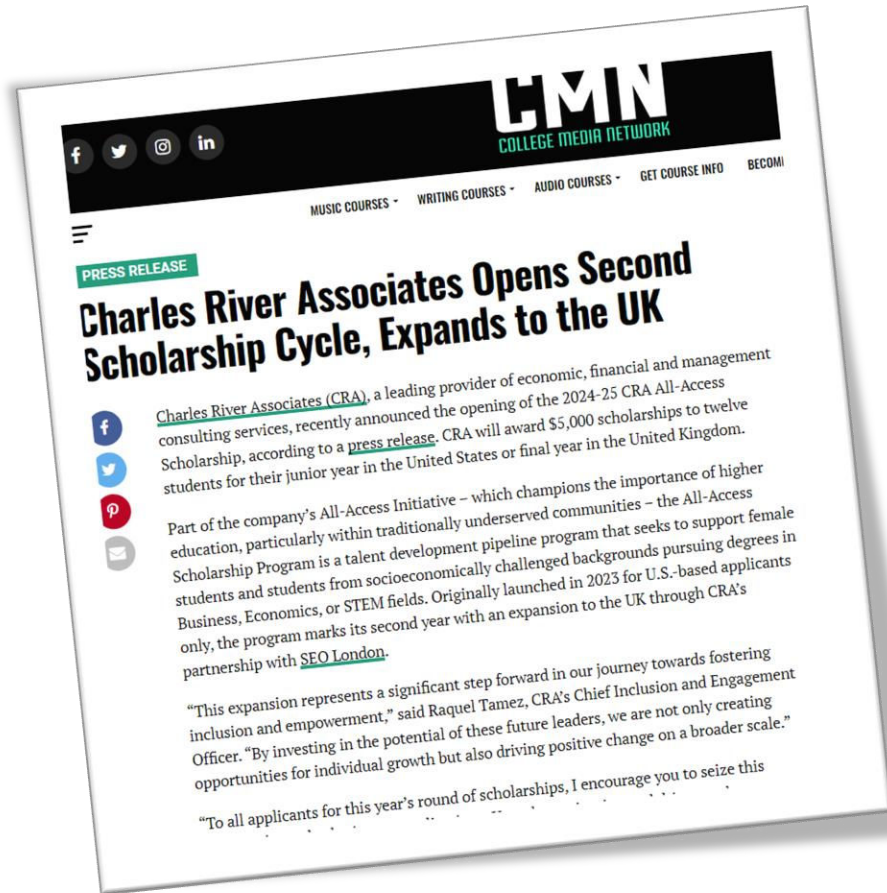
Interested? Here are the details:

- As many as 21 students may receive up to \$4,000 each in scholarships. Some scholarships may include a paid internship.
- Awards will be based on merit and financial need.
- Applicants must be enrolled or planning to enroll as a full-time undergraduate student at an accredited 2 or 4 year college/university in the U.S. in the fall of 2024.
- Preference will be given to applicants in pursuit of a college major that is relevant to a career at SMUD.
- Applicants must be a SMUD customer living in SMUD's service area or have a SMUD customer as a legal guardian/parent.

The deadline to apply is March 1, 2024.

Click "Learn more" to visit our website and start your application!

[Learn more](#)



Press Release

ISTS will announce the launch of your current program cycle. Includes copywriting and distribution to college media outlets across the U.S. and two rounds of edits.

We will provide our recommendation for the best approach (email campaign or press release) based on your program details and intended audience.

Results Metrics



53%
average email
open rate



2,000
social
followers



500+
college news
editors/bloggers



1.8M
press release
impressions



18%
average email
click rate



60+
confirmed PR
postings

Contact

For more information on ISTS promotional services,
please contact:

Your Program Administrator/Program Coordinator

or

Carissa Willcoxon
Director of Marketing
cwillcoxon@applyISTS.com





www.applyISTS.com