

# Submission Requirements

**Application** – Check the back of this brochure for the required information.

**Cover Letter** – Provide a one-page letter expressing your specific interest in The Draught Horse Scholarship. Consider including future goals and interests in the restaurant industry, your current and past experiences with the hospitality business, areas of study at Temple University, and a short biography.

**Resume** – Provide an up-to-date, one page resume outlining your past employment, education, and extracurricular activities (e.g. clubs, volunteer work, athletics, etc.).

**Transcript** – Provide an official Temple University transcript with all current academic records.



## Project

Using the unique perspective of a Temple student, create a detailed and original project to improve the industry practices of The Draught Horse Pub. The objective of this project should combine some of the following goals:

Attract new customers • Increase repeated business • Improve customer service and experience • Enhance business relationships • Restructure and expand the current marketing and advertising efforts • Community outreach



Wing King Event Organized by STHM Students

Applicants are highly encouraged to visit the Draught Horse Pub and schedule an appointment with the management to help make their project as specific as possible.

Sample ideas to consider are:

- Different uses for the stage area
- Plan an end of the year or semester event
- Promotional plan for our weekly entertainment
- Strengthen the ties with the university & student organizations
- Increase our customer base and brand awareness

## Application Checklist

Please make sure you include all the following information when you submit your application. Applications must be typed and printed. Incomplete applications or by email will not be accept. The deadline is Oct. 31st, 2011.

- Applicants Info**
  - Name:
  - Mailing Address:
  - Phone Number:
  - E-Mail Address:
  - Date of Birth:
  - Student ID Number:
  - Class Status: Junior - Senior
  - Major:
  - GPA:
  - Expected Graduation Date:
- Cover Letter (1 Page)**
- Updated Resume**
- Official Transcript**
- Project**