



National Day of the Cowgirl Scholarship presented by Durango® Boots

General Purpose Statement

The goal of the National Day of the Cowgirl Scholarship Program is to empower and support women who embody the spirit of the American cowgirl – a spirit embodied by women who are strong, confident, resilient, and who aspire to contribute to the western way of life through the passionate pursuit of a career within the western, agriculture, farm and ranch, equine, or western sports industries. The goal is to support these women by providing financial assistance towards their current schooling, which will lead to a career to benefit them and the western industry.

The National Day of the Cowgirl Scholarship is executed through the Dude Ranch Foundation. The Mission and Purpose of the Dude Ranch Foundation is to preserve the history and expand the knowledge of America's dude ranching industry through the Foundation's Heritage Museum, research archives, educational programs, conservation, and workforce development. The Dude Ranch Foundation is a duly incorporated nonprofit corporation under the Internal Revenue Service code 501(c)(3).

Timing

The 2023 National Day of the Cowgirl Scholarship presented by Durango® Boots will be awarded to one female candidate and will initially be funded within the 2024-25 educational year. Funds will be distributed over the course of her remaining undergraduate college career, up to \$30,000. The chosen candidate will be announced in 2024.

Financial Award

Awards are for up to \$10,000 annually and are renewable for up to three years of undergraduate study.

Application Requirements

1. **Have ties to and is pursuing a career in the western, agriculture, farm and ranch, equine, or western sports industries.**

The applicant must be a female citizen of the United States or Canada with a passion to pursue a career within a segment of the western, agriculture, farm and ranch, equine or western sports industries. The applicant must have existing ties, experience, or affiliation with one of these industries. Degrees pursued may be varied but with the intent to be utilized to further a career in the aforementioned industries.

2. **Currently enrolled in a university or higher educational institution.**

The applicant must be in her freshman year and currently enrolled as a full-time student at an accredited four-year college based in the United States or Canada.

3. **Submit a completed application, three references, transcript, and video by December 31, 2023 (details regarding video provided below).**

All materials (application, essay, transcript, and references) must be submitted together via <https://nationaldayofthecowgirl.com/scholarship> to the National Day of the Cowgirl Scholarship by **December 31, 2023**. Materials received after this date will not be considered.

*(*Paper applications cannot be accepted unless approved by the administrator)*

4. **A link to applicant's video submission must accompany application.**

This video must be no longer than one minute and explain the candidate's future aspirations, educational path, career plans, background, or ties to the western, agriculture, farm and ranch, equine or western sports industry, how the scholarship would support her goals and what being a cowgirl means to her.

5. **Scholarship recipient must submit grades each semester.**

It is the duty of the scholarship recipient to submit her grades at the end of each semester to the Dude Ranch Foundation via email to Colleen Hodson colleen@duderanch.org. A minimum Grade Point Average of 3.0 is required to obtain the scholarship and the recipient must maintain a 3.0 GPA to qualify for an automatic renewal.

Non-Compliance of Degree Path or GPA

Should the scholarship recipient fall below a 3.0 GPA or pursue a degree that falls outside the parameters of the spirit of the scholarship (western, agriculture, farm and ranch, equine, or western sports industries), the scholarship will be nullified. Recipients can appeal this decision if there are circumstances that are deemed acceptable by committee.

Materials Details:

- **Transcript**
 - Submit an official transcript from candidate's last semester with application. The scholarship recipient is required to submit a transcript moving forward at the end of each term.

- **Video**
 - Video must be no longer than 1 minute.
 - Share your background within and/or ties to the western, agriculture, farm and ranch, equine, or western sports industries.
 - Give an example(s) from your life experiences that convey your passion for the western way of life and how those experiences have shaped the quality of your character
 - Share your future aspirations, educational path, and career plans
 - Explain why you are interested in this scholarship, how it would support your goals and meet your financial need
 - Share what being a cowgirl means to you

- **References**
 - References for your application need to include the following:
 - How you know the applicant
 - A reference to the quality of the applicant's character and why you think this applicant should receive this scholarship
 - If you think the applicant has a financial need for the scholarship
 - What impact you think this scholarship would have on the applicant's life and future career in the western, agriculture, farm and ranch, equine, or western sports industries
 - References must be uploaded via <https://nationaldayofthecowgirl.com/scholarship>

Any questions with the application, please contact els@hfsccommunications.com

Scholarship Application

Materials must be submitted by **December 31, 2023**, to be considered for a scholarship.

Name: _____

SS No. _____

Date: _____

Home Address: _____

Email Address: _____

Date of Birth: _____ Gender: _____

Marital Status: _____

Your address while at school:

Phone Number:

Student ID Number: _____

Name and Address of the Financial Aid Office of the School you currently attend:

Are you currently enrolled/accepted for enrollment at this school? Yes _____ No _____

Major(s) _____

List all other colleges you have attended and reasons for leaving.

In no more than 500 words, explain how the degree or certificate you will receive will help you enter into a career within the western, agriculture, farm and ranch, equine or western sports industries.

What is the total cost of tuition and room and board at your college?

What percentage of your tuition are you currently paying?

Have you applied/do you plan to apply for financial aid? Yes _____ No _____

List other sources and amounts of financial aid you are currently receiving:

Will you be working while you are going to school? Yes _____ No _____

Do you have an existing background and/or ties to the western, agriculture, farm and ranch, equine, or western sports industries prior to your current schooling? If so, please explain.

Do you currently volunteer for any western, agriculture, farm and ranch, equine or western sports organizations or events? If so, list volunteer experience and hours.

(OPT IN BOX) – By checking these boxes, the candidate agrees and allows Durango® to store and use their application information for video and potential use in promotional content.

I agree to receive marketing communications from Durango®.

I agree to allow Durango®’s parent company Rocky Brands™ to store and process my personal data.

Applicant Signature: _____

Date: _____

Please provide the name and address of persons you will use as references.

Personal Reference (someone who has known you at least two years):

Name _____

Number of Years Known _____

Address _____

Phone _____

Instructor Reference:

Name _____

Number of Years Known _____

Address _____

Phone _____

Employer Reference:

Name _____

Number of Years Known _____

Address _____

Phone _____