



2025 Brand Ambassador

**Scholarship Program
Information & Application**



About the Position

The Georgia Watermelon Association Brand Ambassador Marketing Scholarship is an outstanding opportunity for you to grow, be challenged, travel and excel as an advocate for the watermelon industry.

This program is a part of the overall effort of the Georgia Watermelon Association to increase sales and awareness for the state's watermelon production.

This opportunity would be a great fit if you are thinking about a career in marketing, communications, social media, political science or business.



AS THE GWA BRAND AMBASSADOR, YOU WILL:

- Be awarded a \$10,000 scholarship (awarded \$500 per month and \$4000 at the end of her year of service.)
- Gain online and in person marketing expertise
- Grow your connections in the ag industry and beyond
- Have opportunities to be featured in local and national media to promote watermelon
- Participate in social media promotions and engagements for GWA
- Travel around the US on behalf of the GA Watermelon industry to promotional events at grocery stores, festivals, sporting events, conferences, and more.
- Team up with marketing experts to execute campaigns that promote Georgia Watermelon consumption.





WHAT YOU CAN *expect*



✓ Travel

Travel to promotion/activation events 10-12 days out of the month from May through July.

- March - April - 5 days of travel per month
- May-July - 10-12 days of travel per month
- August - September, 5-10 days of travel per month

*2-3 per month in other months



✓ Connection

Meet thousands of people and help them find new ways to enjoy watermelon and learn more about it.



✓ Promotion

Visit schools, festivals, fairs, educational conferences, Washington DC, and other states throughout the east coast on behalf of the Georgia Watermelon Industry.



✓ Adventure

Experience long but fulfilling days, late nights, and make lots of new friends and contacts within the industry.



Requirements

MUST BE

A Georgia resident at least 18 and no more than 23 years of age by April 1, 2024, and have never been married, never pregnant, and are without children.

MUST HAVE

Applications signed by a parent or guardian if under the age of 21.

MUST BE

Willing and able to travel, work independently, and participate in regular conference calls.

MUST BE

Willing and able to manage their time and priorities and schedule to accommodate GWA promotion opportunities and to submit any social posts about GWA for approval before publishing.

MUST BE

Collaborative, passionate, and a team player.

MUST BE

Available for promotions Memorial Day Weekend and the week of the Fourth of July as this is the peak season for Georgia Watermelons



ABOUT THE

Scholarship Competition

All 2025 GWA Brand Ambassador applications submitted will be reviewed by the GWA Brand Ambassador Selection Committee. The top 7 applicants will be invited to the 2025 GWA Convention.

GWA will host the 7 finalists in a scholarship competition at the 2025 GWA membership convention, January 24–26, 2025 in Braselton, Georgia at Chateau Elan Resort. Applicants are required to stay for the entire weekend (Friday – Sunday) and should expect to be sharing a room with other applicants. During the weekend the applicants will be asked to give a speech, answer an impromptu question and sit down with the selection committee for an interview.

The GWA will cover all expenses – lodging and meals for the event. The 2025 GWA Brand Ambassador Marketing scholarship will be awarded on Saturday, January 25, 2025, at the Closing Banquet and Awards Dinner.

DEADLINE: DECEMBER 2, 2024

For more information contact Charley Sheffield, GWA Promotion Coordinator, clollis@asginfo.net or call the GWA office at 706-845-8575.

**The GWA Brand Ambassador does have the opportunity to represent GWA in the 2026 National Watermelon Association Queen Competition with expenses covered.

The 2026 National Watermelon Queen Competition will take place Feb 17 – 21, 2026, in St. Petersburg, Florida. This is optional, and more information will be given at a later date.



**Scan to
apply!**



Or visit bit.ly/3N7qOwg

Thank you!