1. Purpose

The Creative Mind Scholarship aims to recognise and encourage creativity, initiative, teamwork and active engagement in the AHA community.

The scholarship is intended for students who demonstrate creative thinking, effective communication, reliability, a positive attitude and a commitment to representing the values and image of American Hotel Academy.

The scholarship is available to students enrolled in the following programmes:

- BSc International Hospitality and Tourism Management / BA Hospitality Management.
- BSc Digital Marketing.

2. Scholarship Structure and Value

AHA will award **two scholarships of EUR 600 each for each programme**, subject to the eligibility requirements and conditions set out in this policy.

Programme	Number of scholarships	Value per scholarship	Total allocation
Hospitality Management	2	EUR 600	EUR 1,200
Digital Marketing	2	EUR 600	EUR 1,200
Total	**4**		**EUR 2,400**

2.1 Hospitality Management

Hospitality Management students may apply either:

- Individually; or
- As part of a team of two to four students.

Team participation is optional for Hospitality Management students.

Each scholarship has a total value of EUR 600. Where a scholarship is awarded to an individual, the full amount is allocated to that student. Where a scholarship is awarded to a team, the EUR 600 is divided equally among the active and eligible members of the winning team.

The two scholarships may be awarded to two individual students, two teams, or one individual and one team, depending on the evaluation results and the applicable qualifying requirements.

2.2 Digital Marketing

Digital Marketing students must apply and participate in teams of **two to four students**. Individual applications are not accepted for this programme.

Two winning teams will be selected, with each team receiving a scholarship allocation of EUR 600.

The EUR 600 awarded to each winning team will be divided equally among its active and eligible members. For example:

Number of eligible team members	Scholarship per student
2	EUR 300
3	EUR 200
4	EUR 150

The scholarship value remains EUR 600 per winning team, even if a team member subsequently withdraws or is withdrawn from the programme, subject to the continuation arrangements set out in Section 7.

3. Eligibility Requirements

To participate in the Creative Mind Scholarship, candidates must meet the following requirements:

1. Be enrolled in one of the eligible AHA programmes during the 2026–2027 academic year.
2. Complete the official registration form by **1 November 2026**.
3. Comply with the competition rules and the requirements communicated for each task.
4. Demonstrate active involvement in AHA community life, including through clubs, events, volunteering or online engagement.
5. Demonstrate a positive attitude, reliability and a commitment to representing AHA's values and image.
6. Have active accounts on both Instagram and TikTok.
7. Follow **@aharomania on all AHA social media channels**.
8. Respect the rules on originality, copyright, privacy, image rights and the permitted use of AI tools.
9. Have no outstanding debts or overdue payments to AHA at the time the scholarship reduction is awarded and applied.

Hospitality Management Programme students must indicate whether they are applying individually or as a team. Digital Marketing students must register as a team of two to four members and identify all team members in the registration form.

Registration is mandatory. Completing the registration form does not guarantee a scholarship.

4. Competition Process

The **Creative Mind Scholarship** consists of two initial selection activities, followed by a period of ongoing engagement for the selected scholarship recipients.

The initial selection activities are:

1. **Challenge 1 – Creative Reel:** submission of a Reel promoting the Autumn Open Day or Career Week events.
2. **Challenge 2 – Live Creative Challenge:** an onsite creative activity at AHA.

The jury will evaluate the initial challenges on **6 November 2026** and select the scholarship recipients.

Following selection, the recipients will enter the ongoing **Creative Mind Scholarship** activities, which will run until the end of April 2027. The scholarship remains conditional upon continued participation and compliance with this policy.

5. Initial Challenges and Selection

5.1 Challenge 1 – Create a Reel

Your first challenge is to create a **Reel of up to 2 minutes** promoting one of the following AHA events:

1. **Autumn Open Day – October 24:** Create a Reel that highlights the importance of the event, its atmosphere, and what makes it such an exciting opportunity for future students.
2. **Career Week:** Create a Reel promoting the event and showcasing why it matters to the AHA community.

The Reel should communicate the importance of the event, its atmosphere and what makes it an exciting opportunity for students (Career Week) or prospective students (Autumn Open Day).

Submission deadline: 4 November 2026, 12:00 noon.

Participants may submit their entry by either of the following methods:

- Publish the Reel on Instagram or TikTok, tagging **@aharomania** or inviting AHA Romania as a collaborator; or
- Send the Reel to marketing@americanhotelacademy.ro.

Participants must follow AHA on all its social media channels and maintain active Instagram and TikTok accounts.

As registration closes after the Autumn Open Day, AHA will provide registered participants with the information and reference materials necessary to complete the task. Participation in the physical event is not a mandatory eligibility condition.

The Reel must be original and must comply with the applicable requirements regarding copyright, music, images, consent and the use of AI tools.

5.2 Challenge 2 – Live Creative Challenge

Date: 6 November 2026.

The Live Creative Challenge will take place onsite at AHA. Participants will receive a creative brief and instructions explaining the activity, expected output, available time and submission requirements.

Hospitality Management Programme participants may complete the challenge individually or as part of their registered team. Digital Marketing Programme participants must work collaboratively as their registered team.

The challenge will assess participants' creativity, ability to interpret a brief, communication, teamwork where applicable, and ability to deliver within the allocated time.

The detailed instructions will be communicated to participants before or at the start of the activity, as appropriate.

5.3 Jury Evaluation and Selection of Scholarship Recipients

The jury will evaluate the submitted Reel and the Live Creative Challenge on **6 November 2026**.

The evaluation will consider:

- Creativity and originality.
- Relevance to the brief, AHA brand and target audience.
- Content quality and storytelling.
- Creative and technical execution.
- Individual contribution, ownership and responsibility.
- Compliance with the instructions and submission deadlines.

The jury will select two scholarship recipients or winning entries for Hospitality Management Programme and two winning teams for Digital Marketing Programme, in accordance with Section 2.

The selection results will be communicated to the participants following completion of the evaluation and confirmation of the results.

Selection on 6 November is the initial selection for participation in the scholarship activities. It does not remove the obligation to remain active and meet the requirements of the ongoing programme in order to receive the financial benefit.

6. Ongoing Creative Mind Activities

6.1 Activity Calendar and Task Sheets

Following the jury evaluation on 6 November 2026, the **Director of Marketing will provide the selected students and teams with the calendar of Creative Mind Scholarship activities** for the remainder of the academic year.

The calendar will explain how the programme will operate, the expected schedule, the planned activities and the tasks that scholarship recipients must complete.

Specific tasks will be communicated through separate task sheets issued during the academic year. Each task sheet will clearly specify, as applicable:

- The purpose and description of the task.
- The required deliverable or activity.
- Whether the task must be completed individually or as a team.
- The format and submission method.
- The deadline and any applicable time limit.
- Any specific instructions, standards or assessment requirements.
- The criteria used to assess completion and quality.
- Any applicable rules regarding social media publication, attribution, copyright, privacy and AI use.

Task sheets will provide the operational instructions for each activity. This policy establishes the general eligibility, participation, continuation and financial rules of the scholarship.

Participants are responsible for reviewing the task sheets and completing their assigned activities within the specified deadlines.

6.2 Participation Requirements

Throughout the ongoing programme, scholarship recipients must:

- Complete the tasks communicated by the Director of Marketing.
- Meet the deadlines and follow the relevant instructions.
- Maintain active involvement in the AHA community.
- Demonstrate reliability, a positive attitude and appropriate conduct.
- Continue to represent AHA’s values and image positively.
- Maintain active Instagram and TikTok accounts and follow AHA on all its social media channels.
- Respond to feedback and correct incomplete work where requested.
- Comply with the requirements of this policy and the applicable task sheets.

Hospitality Management Programme recipients selected individually must complete their assigned tasks individually. Recipients selected as a team must collaborate and demonstrate their respective contributions.

Digital Marketing Programme recipients must continue working as a team and maintain a clear record of the members' contributions to the assigned tasks.

The Director of Marketing will coordinate the Creative Mind programme, communicate the tasks, monitor participation and assess whether the recipients are meeting their obligations.

7. Mid-Term Evaluation and Continuation

A **mid-term evaluation will take place in January 2027**, conducted by the Director of Marketing.

The purpose of this evaluation is to determine whether the selected students or teams are actively participating in the Creative Mind Scholarship activities and meeting the requirements for continuation.

The evaluation will consider:

- Completion of assigned tasks and compliance with deadlines.
- Quality and consistency of submitted work.
- Active involvement in the AHA community.
- Reliability, attitude and responsiveness to feedback.
- Compliance with the requirements of this policy and the relevant task sheets.
- Continued fulfilment of the eligibility requirements.

Following the evaluation, the Director of Marketing will determine whether each individual recipient or team may continue in the Creative Mind programme.

Where deficiencies are identified, the recipient or team may be informed of the issues and given an opportunity to correct them, where appropriate. The decision will take account of the seriousness of the issue, the participant's engagement and the requirements communicated in advance.

7.1 Withdrawal or Removal of an Individual Recipient

If an individually selected Hospitality Management Programme student withdraws from the programme or is withdrawn following the mid-term evaluation, that student will lose eligibility for the Creative Mind Scholarship. The EUR 600 individual scholarship will no longer be available to that student.

7.2 Withdrawal or Removal of a Team Member

If a member of a winning team withdraws from the Creative Mind programme or is withdrawn following the mid-term evaluation, the scholarship allocation for that team will remain **EUR 600**.

The remaining active and eligible members of the team will continue in the programme and will share the EUR 600 equally. The scholarship allocation will not be reduced because one or more team members have withdrawn or been withdrawn.

The remaining team members must continue to meet the programme requirements and complete the assigned activities.

If all members of a winning team withdraw or are withdrawn, the team will no longer be eligible to receive the scholarship.

The Director of Marketing will document the continuation decision and communicate it to the affected student or team.

8. Final Eligibility Confirmation and Application of the Scholarship

8.1 Final Review

At the end of March 2027, the Director of Marketing will review the participation and completion records of the selected students and teams.

Only recipients who have continued in the programme, fulfilled the applicable requirements and been confirmed as eligible will receive the scholarship reduction.

Before the reduction is applied, AHA will also verify that the recipient has **no outstanding debts or overdue payments to the school**.

A recipient who has not met the participation requirements or who has outstanding debts or overdue payments at the time of award and application will not receive the reduction unless AHA formally approves an exception.

8.2 Application to Tuition Fees

The scholarship will be applied as a tuition fee reduction, not as a cash payment.

For eligible recipients, the reduction will be applied as follows:

1. **Outstanding final instalments for the 2026–2027 academic year:** The scholarship amount will be deducted from the student's final instalments.
2. **Final instalment lower than the scholarship amount:** The remaining scholarship balance will be deducted from the first instalment of the following academic year.
3. **Full payment of the 2026–2027 academic year already completed:** The scholarship will be applied as a reduction to the student's tuition fees for the following academic year.
4. If a student has paid the 2026–2027 academic year tuition fees in full and is due to receive the scholarship in the following academic year, but subsequently withdraws from the programme before the deduction is applied, the confirmed scholarship amount will be transferred to the student's bank account. Any outstanding amounts owed to AHA for other services will be deducted from the scholarship before the transfer.

Finance Department will verify the student's payment status and record the scholarship reduction in the student's financial account.

For team scholarships, the EUR 600 team allocation will first be divided equally among the active and eligible team members. Each member's individual share will then be applied to that student's tuition fees in accordance with the rules above.

The scholarship does not create an entitlement to a cash refund for tuition fees already paid.

9. Evaluation Principles

The Director of Marketing and the jury will apply the published requirements consistently and transparently.

The initial jury evaluation will focus on the submitted Reel and the Live Creative Challenge. The subsequent evaluation by the Director of Marketing will focus on ongoing participation, completion of assigned activities and continued eligibility.

The ongoing activities are intended to assess consistent engagement and fulfilment of responsibilities rather than to introduce a new competition with unannounced criteria.

The specific deliverables and deadlines for ongoing activities will be communicated through task sheets. These may clarify the requirements of individual activities but may not retrospectively introduce new eligibility conditions or change the scholarship values and group rules established by this policy.

10. Originality, Social Media and Use of Materials

All submitted work must be original and must comply with the relevant task instructions.

Participants must:

- Respect copyright and intellectual property rights.
- Obtain the necessary permissions for photographs, videos, music and third-party materials.
- Obtain appropriate consent before publishing identifiable images or personal information of other individuals.
- Disclose the use of AI tools where required by the relevant task instructions.
- Avoid plagiarism, misrepresentation and unauthorised assistance.
- Follow AHA's instructions on the use of its name, logo and other institutional branding.
- Maintain appropriate conduct when representing AHA online or in person.

The specific terms governing AHA's use of submitted content for promotional purposes will be communicated separately where applicable. Participation in the scholarship does not, by itself, grant AHA unlimited rights to use a student's work or image.

11. Non-Compliance

Failure to meet the requirements of this policy or the applicable task sheets may result in a request for correction, a decision not to continue the recipient in the programme, or loss of eligibility for the scholarship, depending on the nature and seriousness of the issue.

Grounds for such action may include:

- Failure to complete mandatory tasks or repeated failure to meet deadlines.
- Failure to participate actively in the ongoing programme.
- Plagiarism or unauthorised use of materials.
- Breach of copyright, privacy or image rights.
- Misrepresentation of individual contributions.
- Unauthorised assistance during the Live Creative Challenge.
- Failure to follow the published requirements after notification and an opportunity to correct the issue, where correction is permitted.
- Failure to meet the financial eligibility requirement at the time the scholarship reduction is awarded and applied.

Decisions concerning continuation or removal will be communicated to the affected student or team. The Director of Marketing will maintain records of evaluations and decisions.

12. Roles and Responsibilities

Director of Marketing

- Coordinates the scholarship activities.
- Communicates the activity calendar and task sheets.
- Conducts the January 2027 mid-term evaluation.
- Monitors participation and completion of tasks.
- Confirms which recipients have fulfilled the programme requirements by the end of March 2027.

Evaluation Jury

- Evaluates the initial challenges on 6 November 2026.
- Applies the agreed assessment criteria consistently.
- Selects the scholarship recipients or winning teams.

Finance Department

- Verifies outstanding debts and overdue payments.
- Confirms the eligible scholarship amount for each recipient.
- Applies and records the tuition fee reduction.

AHA Management

- Approves this policy and the scholarship allocations.
- Oversees the implementation of the scholarship in accordance with AHA requirements.

13. Competition Schedule

Activity	Date / Deadline
Registration deadline	1 November 2026
Autumn Open Day/ Career Week	24 October 2026/ 9 – 13 November 2026
Challenge 1 – Reel submission	4 November 2026, 12:00 noon
Challenge 2 – Live Creative Challenge and jury evaluation	6 November 2026
Communication of selected scholarship recipients and activity calendar	Following jury evaluation
Ongoing Creative Mind activities	November 2026 – April 2027
Mid-term evaluation by the Director of Marketing	January 2027
Final review of participation and eligibility	End of March 2027
Application of scholarship reductions	Following final eligibility confirmation and Finance verification

The Director of Marketing will communicate the detailed schedule and deadlines for ongoing activities to the selected students and teams after the initial jury evaluation.

14. Final Provisions

This policy establishes the conditions for participation, selection, continuation and financial application of the Creative Mind Scholarship for the 2026–2027 academic year.

By registering, participants confirm that they have read and agree to comply with this policy and with the task instructions communicated by AHA.

The scholarship is conditional upon initial selection, continued participation, fulfilment of the applicable requirements and confirmation of financial eligibility.

AHA reserves the right to address circumstances not expressly covered by this policy, provided that decisions are consistent with its principles and are communicated transparently to the affected participants.