

# SOUTH BY SOUTHWEST

## PLATINUM OPPORTUNITY



Apply now for your Platinum Opportunity presented by South by Southwest and the City of Austin African American Resource Advisory Commission.



Are you prepared to be the next thought-leader, industry powerhouse or media mogul in the Interactive, Film or Music industry? Do you have what it takes to make the most of two weeks of hands-on interaction with industry professionals during SXSW? If so then the SXSW Platinum Opportunity Scholarship might be for you!

South by Southwest believes in the importance of fostering the next generation of music, film, and Interactive technology professionals. In continuation of a seven-year affiliation with The City of Austin's African-American Resource Advisory Commission, SXSW will offer 6 African-American students a chance to receive the Platinum Opportunity Scholarship. By offering this career-related opportunity to students who display ambition and initiative, South by Southwest hopes to foster the continued development of the Creative Technology industries in Austin and reward those students who excel in their industry-related field of study.

To be considered, students must complete a simple application form and compose a brief essay about how their participation in SXSW 2014 might help advance their career goals.

\*Recipients will receive a Platinum registration to the 2014 South by Southwest Music, Film and Interactive conferences and festivals that take place Friday, March 7th through Sunday, March 16th, 2014. These allow for access to all SXSW daytime panels, discussions, trade shows, as well as Film Festival screenings and Music Festival showcases. Learn more about all three SXSW conferences and festivals online at [sxsw.com](http://sxsw.com).

To be eligible, students must be full- or part-time residents of the Austin metropolitan area; 18 years of age or older; enrolled for Fall 2013 or Spring 2014 in an industry-related certificate course of study, undergraduate or graduate degree program and can commit to being in Austin during SXSW March 7th – 16th, 2014. Applications must be submitted by January 24th, 2014 and Scholarship recipients will be notified by email by February 15th, 2014.

*\*Registrations issued via the Platinum Opportunity Scholarship are non-transferable. Winners who attempt to transfer or fail to redeem their registration will be reported to the dean of their institution.*

Applications must be submitted by Jan. 24th, 2014. Recipients will be notified by email on Feb. 15th, 2014.

### Step 1



**Write a one page (or less) essay sharing your response to the following questions:**

- 1) What are your career goals and how are they related to music, film and/or interactive media?
- 2) How do you expect your participation in SXSW to enhance your professional development?
- 3) How would you spend your time at SXSW?

### Step 2



**Visit: [sxsw.com/platinum\\_app](http://sxsw.com/platinum_app)**

**Download and complete the application form.**

### Step 3



**Email your essay and completed application to: [reg@sxsw.com](mailto:reg@sxsw.com)**

**OR**

**Mail your essay in or drop it off at one of the following:**

**SXSW Platinum Opportunity  
c/o George Washington Carver  
Museum & Cultural Center  
1165 Angelina St  
Austin, TX 78702**

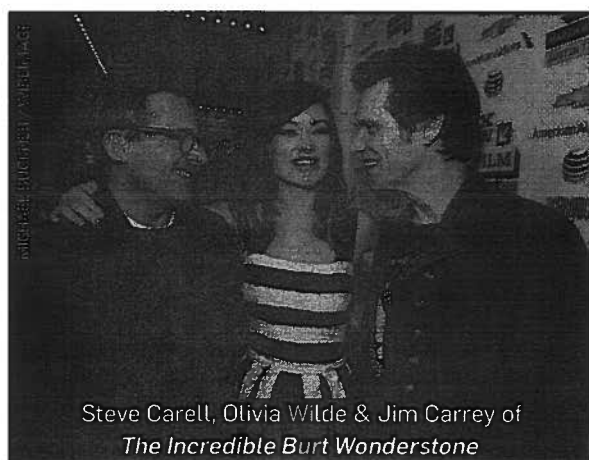
**SXSW Platinum Opportunity  
c/o Registrar  
P.O. Box 685289  
Austin, TX 78768**



# What Is South by Southwest (SXSW)?

The South by Southwest® (SXSW®) Conferences & Festivals offer the unique convergence of original music, independent films, and emerging interactive technologies. Fostering creative and professional growth alike, SXSW is the premier destination for discovery.

Since 1987, the event has been a launching pad for new creative content. New media presentations, music showcases and film screenings provide buzz-generating exposure for creators and compelling entertainment for audiences. Learn more online at [sxsw.com](http://sxsw.com)



Steve Carell, Olivia Wilde & Jim Carrey of  
*The Incredible Burt Wonderstone*

## **SXSW Film Conference • March 7–11** **SXSW Film Festival • March 7–15**

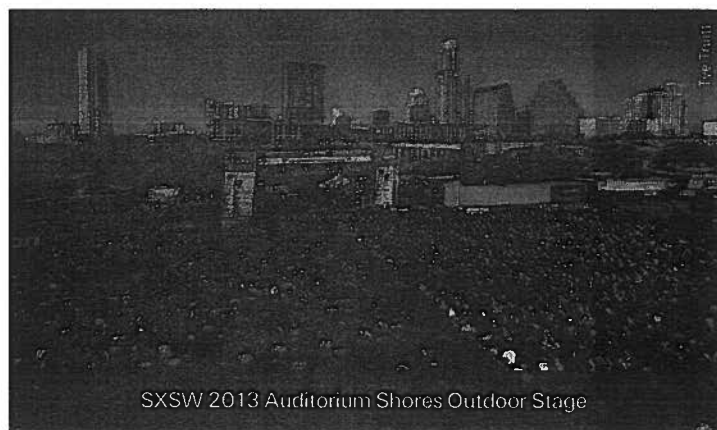
The SXSW® Film Conference and Festival is a uniquely creative environment featuring the dynamic convergence of talent, smart audiences and industry heavyweights. A hotbed of discovery and interactivity, the event offers invaluable networking opportunities and immersion into the art and business of the rapidly evolving world of independent film. Simultaneously, the internationally acclaimed, nine-day Festival celebrates raw innovation and emerging talent, featuring a truly diverse program that includes provocative documentaries, subversive comedies, DIY narratives, genre standouts and more.

## **SXSW Interactive Festival • March 7–11**

The 21st annual SXSW® Interactive Festival challenges you to envision the future of innovative technology. Featuring five days of compelling presentations from the brightest minds in emerging media and scores of exciting networking events hosted by industry leaders, SXSW Interactive offers an unbeatable line up of special programs showcasing the best new websites, digital projects, wireless applications, video games and startup ideas the community has to offer.



SXSW 2013 Headquarters at the Austin Convention Center



SXSW 2013 Auditorium Shores Outdoor Stage

## **SXSW Music Conference • March 11–15** **SXSW Music Festival • March 11–16**

By day, thousands of conference registrants network in the halls of the Austin Convention Center on their way to do business at the SXSW Trade Show: The Exhibition for Creative Industries, sit in on informative panel discussions featuring some of the industry's key players, gain insight from legendary keynote speakers or plan out their abundant party schedules. At night, SXSW showcases more than 2,000 musical acts from over 49 different countries playing on over 100 stages in downtown Austin.

For the most updated information on films, performers, speakers and more. Visit our website at [sxsw.com](http://sxsw.com)