



# 52nd Annual Sylvia Cup Design Competition



## The Longest-Running, Live, National Floral Industry Design Competition



### WHEN

**Wednesday  
Sept. 22, 2021**  
During SAF Orlando,  
2021

### WHERE

**Loews Royal Pacific  
Resort, Orlando,  
Florida**

### GRAND PRIZE WINNER RECEIVES

- \$3,000
- The Sylvia Cup — an engraved silver trophy
- Recognition during the Stars of the Industry Awards Dinner at SAF Orlando 2021
- Complimentary registration to SAF's next convention
- An opportunity to participate in a Smithers-Oasis program

### RUNNERS-UP RECEIVE

- 1st Runner-Up: \$500
- 2nd Runner-Up: \$250
- Award Plaque
- Recognition during the Stars of the Industry Awards Dinner at SAF Orlando 2021

### SIGN UP TO COMPETE

Return entry form with payment by August 21, 2021

### MORE INFORMATION

[safnow.org/sylvia-cup](http://safnow.org/sylvia-cup)  
[PFCl@safnow.org](mailto:PFCl@safnow.org)  
703-838-5216



**Winner - 2021**  
It could be you!  
Surprise Contest Theme:  
Find out on-site!



**Winner - 2019**  
**Donald Yim, AIFD, PFCI**  
Richmond, British Columbia, Canada  
Surprise Contest Theme:  
*Buccaneers & Blooms*



**Winner - 2018**  
**Rey Rodriguez, AAF, AIFD, TMFA**  
The Gypsy Florist, Austin, Texas  
Surprise Contest Theme:  
*Follow Your Yellow Brick Road*



**Winner - 2016**  
**Derek Woodruff, AIFD, PFCI, CF**  
Floral Underground  
Traverse City, Michigan  
Surprise Contest Theme:  
*Elvis Aloha from Hawaii*

### Sponsors



SMITHERS-OASIS



## CONTESTANT ENTRY FORM

**Return Entry Form to SAF with payment and headshot by Aug. 21, 2021.**

**EMAIL: [pfcisafnow.org](mailto:pfcisafnow.org)**

### CONTESTANT CONTACT INFORMATION

SAF Member # (Required) \_\_\_\_\_

Name \_\_\_\_\_

First Name for Badge \_\_\_\_\_

Company/Shop \_\_\_\_\_

Title \_\_\_\_\_

Contestant's Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Tel \_\_\_\_\_

Email \_\_\_\_\_

Contestant's Cell Phone # \_\_\_\_\_

My Entry Sponsored By \_\_\_\_\_

### CONTESTANT PROFILE

**I am emailing my headshot\* to [pfcisafnow.org](mailto:pfcisafnow.org).**

I understand SAF will publish my headshot in Sylvania Cup promotions and on-site materials, including the Awards Presentation.

I hold these professional designations:

AAF  AIFD  PFCI

\_\_\_\_\_  
\_\_\_\_\_

**I have reviewed the contest's rules.**

**\* Acceptable headshot: minimum size should be 3" x 5" at 300 dpi jpg, labeled with your name. Thumbnail size jpgs will NOT be accepted.**

### ENTRY FEE

Sylvania Cup contestants must attend the Awards Dinner, where the winner is announced.

**I am not registered for the SAF Convention.**

I am paying \$310 for my Sylvania Cup Entry and Awards Dinner ticket.

**I am registered for the SAF Convention.**

I am paying \$125 for my Sylvania Cup Entry; my SAF Convention registration already covers my Awards Dinner ticket.

### ENTRY PAYMENT

Check enclosed payable to SAF

Call for my Credit Card Information

### REFUND POLICY

Sylvania Cup cancellation must be received in writing by Aug. 27.

There will be no refunds after Aug. 27.

### PHOTO USE PERMISSION

SAF is authorized to photograph floral designs and designers and reprint the photographs at its discretion. The entrant assumes the responsibility and liability for losses, damages and claims arising out of injury or damage to entrant's displays, product, equipment and other property brought upon the premises of the hotel and shall indemnify and hold harmless hotel agents and employees and SAF and its agents and employees from any and all such losses, damages and claims.

## Tell Us About Yourself!

The Sylvania Cup coordinators present commentary to the audience – talking about the design challenge, products and contestants. Please answer these questions so we may share some fun facts about you.

Name \_\_\_\_\_

Shop Name \_\_\_\_\_

City/State \_\_\_\_\_

**I won/placed in these floral design competitions (please list years)**

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**What is your favorite flower or foliage, and why?**

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**What is your favorite Smithers-Oasis product, and why?**

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**What is your favorite principle or element of floral design, and why?**

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**What advice can you share with anyone interested in becoming a floral designer?**

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**The Sylvania Cup is presented with a surprise theme. What would be your dream surprise floral design challenge or theme?**

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**When you're not designing flowers, what are you doing?**

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**Thank You!**

## CONTESTANT SCHEDULE

### Upon Arrival to Hotel

Stop by the SAF Registration Desk to pick up your name badge and Awards Dinner Ticket, and purchase Awards Dinner tickets for family and friends.

### Wednesday, Sept. 22, 2021

7:30 – 9 a.m.

#### Pre-Competition Meeting

- Contestants ONLY — Contestants meet, ask questions, review rules, find out the competition's theme and design categories, and review product assortment.

9 – 11 a.m.

#### Competition

- Family and friends join the public, convention-goers and media in watching. PFCI provides commentary to the audience during the final hour.

11 a.m. – Noon

#### Clean Up

- CONTESTANTS ONLY — Contestants clean their work area and get picture taken by SAF photographers.

### Thursday, Sept. 23, 2021

6 – 9 p.m.

#### Stars of the Industry Awards Reception and Dinner

- TICKET REQUIRED — Enjoy an evening of fine food and joyful applause as we honor some of the most accomplished and dedicated people in the floral industry, including the Sylvania Cup winners. All Sylvania Cup entries will be displayed during the Awards Reception.

9 – 11 p.m.

#### After Glow Party!

- Continue the celebration with music and dancing — a perfect finale to the Sylvania Cup and the SAF convention.

## RULES

- The Sylvania Cup is based on a surprise package format. Having prior knowledge of the Sylvania Cup product gives the appearance of an unfair advantage. Contestants who are exposed to the Sylvania Cup product, whether it is stored in the Flower Work Room or elsewhere, will be disqualified. Contestants must notify SAF at least 2 weeks prior to the convention if they will need access to the Flower Work Room so that SAF, PFCI and Convention Design Team can accommodate your needs and our need to keep the Sylvania Cup surprise package a surprise.
- Only SAF members or contestants sponsored by SAF members may compete.
- The competition is limited to the first 20 SAF members or affiliates of SAF members who return the entry form with payment to SAF by Aug. 6, 2021.
- Contestants who enter after the Aug. 6, 2021 deadline might not be listed on the on-site convention materials.
- The Sylvania Cup entry fee will be refunded if cancellation is received in writing by SAF on or before Aug. 27, 2021. There will be no refunds after Aug. 27, 2021.
- Contestants must attend the Awards Dinner, where the Grand Prize Winner, First Runner-Up and Second Runner-Up are announced and awarded.
- Contestants will receive the same assortment of flowers, foliage, containers and props.
- Size requirements for design(s) will be announced on-site. Design(s) that do not meet the size requirement will be disqualified.
- Contestants must clean up their work area and exit competition site before judging begins.
- The highest combined score of design portion(s) determines the winner. See "Sample Evaluation Form."
- Contestants may not speak during the competition. The PFCI Board of Trustees will answer spectator questions.
- Competition instruction is given in English.

### *No tools are necessary*

#### Permitted Comfort Items

- Jacket (competition area may be chilly)
- Snack, Water, Soda
- Towels

## SAMPLE EVALUATION FORM

10 Points = Superior   5 Points = Average   1 Point = Poor	Possible Points	Awarded Points
<b>DESIGN ELEMENTS</b>		
<b>Line/Form</b> – Definable path for the eye to follow. Has a “3-D” shape	10	
<b>Color</b> – Definable color harmony present	10	
<b>Space</b> – Area utilized in and around ingredients (including negative space)	10	
<b>DESIGN PRINCIPLES</b>		
<b>Balance</b> – Does not fall under its own weight and gives a sense of optical equilibrium Focal Area	10	
<b>Proportion</b> – Size relationships of the design ingredients to each other	10	
<b>Unity</b> – Chosen materials “work” together in size, shape, texture	10	
<b>MECHANICS/EXECUTION</b>		
<b>Mechanics/Execution</b> – Design is neat, clean and finished. No foam showing, sturdy and able to be picked up without falling apart?	20	
<b>CREATIVE APPLICATION</b>		
<b>Originality within the Category Interpretation</b> – Have they taken the category and made it something “above”?	10	
<b>EXCEPTIONAL MERIT</b>		
<b>Bonus Points</b> – Reward an outstanding quality with additional points. Please use the exceptional merit for anything you liked above and beyond. Maybe a leaf treatment, maybe a container alteration. It can be 1 pt. – it can be 9 points. These extra points help break ties that may occur from even scoring on the above categories.	10	
<b>SCORE</b>	<b>100</b>	

**ENCOURAGEMENT & SUGGESTIONS FROM JUDGE:**