



55th Annual Sylvia Cup Design Competition

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

Space is
limited to 20
contestants!

WHEN

Wednesday, August 7, 2024 during SAF Miami 2024

WHERE

JW Marriott Miami Turnberry Resort & Spa



GRAND PRIZE WINNER RECEIVES

- ▶ \$3,000
- ▶ The Sylvia Cup – an engraved silver trophy
- ▶ Recognition during the Stars of the Industry Awards Experience at SAF Miami 2024
- ▶ 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 Experience at SAF Miami 2024



SIGN UP TO COMPETE

Return entry form by
July 8, 2024

MORE INFORMATION

safnow.org/sylvia-cup
PFCI@safnow.org
703-838-5216



Winner - 2024

It could be you!



Winner - 2023

Michael Smith, AAF, AIFD,
CFD, FDI, FSMD, PFCI

*Artistic Designs Unlimited
Marianna, Florida*



Winner - 2022

Kelsey Thompson,
AIFD

*Bloom Floral and Home
Studio, Algona, Iowa*



Winner - 2021

Jenna Naylor Temple, AIFD,
GMF

*Bloom with Jenna,
Grayson, Georgia*

Sponsors



SMITHERS-OASIS

55th Annual Sylvia Cup Design Competition

Wednesday, August 7, 2024 | JW Marriott Miami
Turnberry Resort & Spa
SAF's 139th Annual Convention

Contestant entry form

Return Entry Form to SAF with payment and headshot by July 8, 2024 | EMAIL: 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 is Sponsored By

Entry fee

Sylvia Cup contestants must attend the Awards Experience, where the winner is announced.

- I am not registered for the SAF Convention. I am paying \$360 for my Sylvia Cup Entry and Awards Experience ticket.
- I am registered for the SAF Convention. I am paying \$175 for my Sylvia Cup Entry; my SAF Convention registration already covers my Awards Experience ticket.

Entry payment

- Check sent to SAF:
1001 North Fairfax Street, Suite 201, Alexandria, Virginia 22314
- Call for my Credit Card Information

Contestant profile

- I am emailing my headshot* to pfcisafnow.org.

I understand SAF will publish my headshot in Sylvia 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.**

REFUND POLICY

Sylvia Cup cancellation must be received in writing by July 15, 2024.

There will be no refunds after July 15, 2024.

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 Sylvia 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)

What is your favorite flower or foliage, and why?

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

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

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

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

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

Thank You!

Contestant Schedule

Upon Arrival to Hotel

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

Wednesday, August 7

<p>8:00 a.m. – 8:45 a.m. Pre-Competition Meeting</p>	<p>CONTESTANTS ONLY Contestants meet, ask questions, review rules, find out the competition's theme and design categories, and review product assortment.</p>
<p>9:00 a.m. – 11:00 a.m. Sylvia Cup Design Competition</p>	<p>FAMILY AND FRIENDS Join the public, convention goers and media in watching. PFCI provides commentary to the audience during the final hour.</p>
<p>11:00 a.m. – 12:00 p.m. Clean Up</p>	<p>CONTESTANTS ONLY Contestants clean their work area and get picture taken by SAF photographers.</p>
<p>5:30 p.m. – 10:00 p.m. Stars of the Industry Awards Recognition Ceremony</p>	<p>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 Sylvia Cup winners. All Sylvia Cup entries will be displayed during the Awards Reception.</p>

Rules

- ▶ The Sylvia Cup is based on a surprise package format. Having prior knowledge of the Sylvia Cup product gives the appearance of an unfair advantage. Contestants who are exposed to the Sylvia 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 Sylvia 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 July 8, 2024.
- ▶ Contestants who enter after the July 8, 2024 deadline might not be listed on the on-site convention materials.
- ▶ The Sylvia Cup entry fee will be refunded if cancellation is received in writing by SAF on or before July 8, 2024. There will be no refunds after July 15, 2024.
- ▶ 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.

Contestants should bring their own tools for the competition.

We will not have tools for contestants onsite.

You are allowed to bring the following in a zip lock bag:

- ▶ 1 Floral design knife
- ▶ 1 floral shear
- ▶ 1 ribbon shear
- ▶ 1 wire cutter
- ▶ 1 needle nose/jewelry plyer
- ▶ 1 apron

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
DESIGN ELEMENTS		
Line/Form – Definable path for the eye to follow. Has a “3-D” shape	10	
Color – Definable color harmony present	10	
Space – Area utilized in and around ingredients (including negative space)	10	
DESIGN PRINCIPLES		
Balance – Does not fall under its own weight and gives a sense of optical equilibrium. Focal Area	10	
Proportion – Size relationships of the design ingredients to each other	10	
Unity – Chosen materials “work” together in size, shape, texture	10	
MECHANICS/EXECUTION		
Mechanics/Execution – Design is neat, clean and finished. No foam showing, sturdy and able to be picked up without falling apart?	20	
CREATIVE APPLICATION		
Originality within the Category Interpretation – Have they taken the category and made it something “above”?	10	
EXCEPTIONAL MERIT		
Bonus Points – 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	
SCORE	100	

Encouragement & Suggestions From Judge: