



57th Annual Sylvia Cup Design Competition

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

Space is
limited to 25
contestants!

WHEN

Thursday, August 20
during SAF's 141st Annual Convention:
SAF Amelia Island 2026

WHERE

**The Ritz-Carlton Amelia
Island, Florida**



GRAND PRIZE WINNER RECEIVES

- \$3,000
- The Sylvia Cup – an engraved silver trophy
- Recognition during the Stars of the Industry Awards Recognition Ceremony
- Complimentary registration to SAF's next convention



RUNNERS-UP RECEIVE

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

Questions?
Please reach out to SAF:
PFCI@safnow.org



SIGN UP TO COMPETE

**Registration Closes:
July 8, 2026**

Entry fee

SylviaCup contestants must attend the Stars of the Industry Awards Experience, where the winner is announced.

- \$200.00 with full convention registration
- \$410.00 for the Sylvia Cup Competition and Stars of the Industry Awards Evening only

SYLVIA CUP COORDINATED BY



57th Annual Sylvia Cup Design Competition

Thursday, August 20, 2026
The Ritz-Carlton Amelia Island
SAF's 141st Annual Convention

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.

Thursday, August 20, 2026

<p>7:00 AM – 8:15 AM 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 AM – 9:30 AM Competition Begins</p>	<p>CONTESTANTS ONLY The competition officially begins. The first 30 minutes is closed to the public.</p>
<p>9:30 AM – 11:00 AM Competition Opens to public</p>	<p>COMPETITION OPENS TO PUBLIC Convention goes, family, friends, and the general public are invited in to watch the competition. PFCI provides commentary to the audience.</p>
<p>5:30 PM – 10:00 PM Stars of the Industry Awards Evening</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>

Sylvia Cup Rules and Regulations

- 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.
- The competition is limited to the first 25 applicants who return the entry form with payment to SAF by July 8, 2026. Contestants who enter after the 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, 2026. There will be no refunds after July 8, 2026.
- Contestants must attend the Stars of the Industry 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 onsite. 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.
- Tools will not be provided on site; you must bring your own tools.

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

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

Permitted Comfort Items

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

Questions? Please reach out to SAF:
PFCI@safnow.org

57th Annual Sylvia Cup Design Competition

Thursday, August 20, 2026
The Ritz-Carlton Amelia Island
SAF's 141st Annual Convention

Sample evaluation form

10 Points = Superior | 5 Points = Average | 1 Point = Poor

CATEGORY	POSSIBLE POINTS	AWARDED POINTS
Line/Form: Definable path for the eye to follow. A good use of form has been achieved as a whole and within the design.	10	
Color: Definable color harmony present.	10	
Space: Area utilized in and around ingredients including negative space.	10	
Visual Balance: Gives a sense of an optical equilibrium.	10	
Proportion/Size: Size relationships of the design ingredients to each other.	10	
Contrast/Focal Emphasis: Is there emphasis achieved by uses of difference or similarity in texture, color values, or dominance of materials chosen?	10	
Unity: Chosen materials are cohesive with each other in size, shape, and texture.	10	
Mechanics/Execution: Design is neat, clean and finished.	10	
Creative Application: Has the designer used creativity in interpreting the theme?	10	
Adherence to Product: Followed details of theme guidelines.	10	
TOTAL SCORE	100	
JUDGES NOTES:		