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Contact: Amanda Jedlinsky

703-213-5802

ajedlinsky@safnow.org

Arizona Flower Market Named SAF's 2026 Marketer of the Year



ALEXANDRIA, VA – AUGUST 20, 2026 – Arizona Flower Market received the floral industry's top marketing honor for Tempe Blooms, an immersive community festival that filled Tempe, Arizona, with large-scale floral installations, hands-on activities and unexpected opportunities to experience flowers.

The Society of American Florists named Arizona Flower Market the winner of its 32nd annual Marketer of the Year contest during SAF's 141st Annual Convention, held Aug. 18–20 in Amelia Island, Florida. The award, sponsored by Design Master, a division of Smithers-Oasis, includes a \$5,000 cash prize.

Tempe Blooms attracted more than 99,500 people and generated \$134,549 in direct event sales. Its impact extended well beyond the festival grounds: The event brought together 67 vendors and more than 45 local merchants and community partners, earned 78 media placements and achieved a combined social media reach of 5 million, including 3.4 million in organic reach.

The campaign's success came from making flowers part of a larger shared community experience. Public floral installations created highly visible focal points throughout downtown Tempe, while bouquet bars, floral art and other interactive elements invited visitors to participate rather than simply observe.

A preview event gave influencers and members of the media private tours, content-creation opportunities and hands-on floral experiences, helping generate advance coverage and social media engagement.

The festival also demonstrated how floral businesses can extend their reach through community partnerships. Arizona Flower Market collaborated with the Downtown Tempe Authority, area businesses, vendors, sponsors and volunteers to create an event that promoted flowers while driving traffic and attention throughout the community.

Accepting the award on behalf of Arizona Flower Market, General Manager Brent Denham reflected on advice shared 14 years earlier by his sister-in-law, Cheryl Denham, when LUX Wedding & Event Florist received the same honor at SAF's convention in Amelia Island: Entrepreneurs must take calculated risks and have the right team to execute them.

“Over the years, I’ve come to realize she was really talking about surrounding yourself with extraordinary people,” Denham said. “Because when we look back on the most meaningful moments of our lives, they were never defined by a single decision. They were defined by the extraordinary people who believed in us, challenged us and walked beside us.”

The complete story of Tempe Blooms — including how the Arizona Flower Market team developed, promoted and measured the campaign — will appear in the September/October issue of [Floral Management magazine](#).

The 2027 [Marketer of the Year contest](#) opens for entries March 1, 2027. Floral businesses of all sizes and from every industry segment are encouraged to enter campaigns executed within the past five years that demonstrate creativity, strong execution and measurable results.

[Event photos are available here.](#)

About The Society of American Florists

The Society of American Florists is the association that connects and cultivates a thriving floral community through training, education, marketing resources and advocacy. Our vision: The power of flowers in every life. For more information, visit safnow.org.