

How to Floral Cup...





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The basics:

Location:

- ✗ How many contestants do you plan to have per table?
 - Rectangle
 - Round
 - A stage?
- ✗ Where will arrangements be judged?
- ✗ Lunch facilities?

Entries:

- ✗ Judgingcard.com
- ✗ To limit or not to limit

Prizes:

- ✗ Depends on contest format
- ✗ Team &/or individual

What is YOUR goal for the event!?!



The Plan...

- x Set an entry deadline to allow time to order and receive flowers
- x Pre-bucket all 3 of rounds of contest before chapters arrive
- x Plan how you want your judges to determine placings
 - Rank
 - Rubric
 - Scorecard



Contest format...

- ✗ Round 1 - small arrangement using a pedestal container
- ✗ Round 2 - tool ID
- ✗ Round 3
 - Top 15 advanced to large cylinder vase
 - Consolation - hand tied bouquet

Prizes:

- ✗ Top 5 individuals in each round
- ✗ Top 5 Team awards
 - 3 team members
 - Combined results for each round





Is it Profitable?

Definitely maybe!



well.....

- x Strictly by the gross numbers, it was a wash.
 - \$2038.67 on floral materials & consumables alone

BUT...

- x The Chapter retained all glassware.
- x 75 small containers were delivered to the local nursing home.
- x Prizes purchased included awards for next year's Floral Cup.
- x A Floral Club delivery was made with leftover flowers.



My Struggles...

- ✗ Setting the entry fee
 - Some chapters pay
 - Some students have to pay their own entry
- ✗ The date looked good on the calendar. My wholesale guy didn't think so!
- ✗ Deciding how much EXTRA floral material to order
 - Worried about at least breaking even
 - Buckets need to be full enough
- ✗ I tried to keep the containers and floral material used in each round a secret from my students as long as I could to keep it fair for all contestants.









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