

Wedding

DESIGN COMPETITION 2018



DESIGN BY 2017 WINNER: SHELLY SARVER DESIGNS

Win a \$1,000 Marketing Package!

Calling all floral designers! It's time to show off your wedding design prowess! Brides and grooms can be some of the most rewarding clients for whom you work your magic, and we want to see your best and most creative handiwork. Please choose ONE wedding for which you designed that occurred between September 1, 2017 and August 31, 2018 to enter in the competition, and follow the instructions on the back to submit your entry.

The winner will be announced at Koehler & Dramm's Fall & Winter Classic in October 2018. Good luck!

OFFICIAL RULES & ENTRY GUIDELINES ON REVERSE

OFFICIAL ENTRY RULES & GUIDELINES

DELIVERABLES:

In a black three-ring binder, in clear sheet protectors and in this order, please submit the following:

Page 1: Written Portion

Please respond to the following questions about your role in the wedding. This must be typewritten and no more than one page long. Please do not include any identifying information, such as designer's name, locations, etc.

1. What was the theme of the wedding?
2. What did the couple want to share about themselves, the celebration and their wedding day?
3. What did the couple ask of you?
4. How did you interpret the couple's wishes with fresh flowers and foliage?
5. What colors, type of flowers, and accessories did you use?

Pages 2-8: Photographs

Please submit up to two (2), but not more than two of each of the following photos, 8x10" size and in individual clear sheet protectors, in this order:

1. Bridal or Focal Bouquet
2. Groom's or Focal Boutonniere
3. Bridesmaid's or Secondary Bouquet
4. Wearable Flowers (cannot be a repeat of the groom's bout.)
5. Ceremony or Reception Site Decor
6. Designer's Choice (cannot be a repeat)

IMPORTANT: If you are using photographs from a professional photographer, you must also provide a copyright release letter from the photographer expressing their permission for you and Koehler & Damm to use the images. This can be obtained from the photographer. Koehler & Damm may use the photograph(s) to promote the next Wedding Design Competition and will give photographer credit. No additional compensation will be provided.

Please include a REMOVABLE tag (index card, sticky note, etc.) on which your shop name, designer's first and last name, and contact information (phone number, street address, and email address) is LEGIBLY listed. Please do not put anything in/on the front or back cover of the binder.

We are happy to accept entries from same-sex weddings as long as the design/photograph requirements listed above are met.

RULES:

Please read carefully. The entry guidelines must be followed exactly or your entry will be disqualified.

The wedding you submit for the competition must have occurred between September 1, 2017 and August 31, 2018 in order to qualify.

Entries must be received by Koehler & Damm NO LATER than September 14, 2018. No entries will be accepted after this date. Please consider shipping time if you plan to mail your submission. Entries must be IN HAND by 9/14/18. You may drop them off in person or mail to:

Koehler & Damm Wholesale Florist
Attn: Emily Gorg
2407 E. Hennepin Ave.
Minneapolis, MN 55413

All submissions will become the property of Koehler & Damm and will not be returned.

Employees of Koehler & Damm and their relatives are not eligible for entry.

Entries will be judged by a panel of five qualified judges who will evaluate the designs anonymously, meaning they will not know who the designers are.

Limit one entry per business. Designs must have been created and executed by the designer themselves.

Entry must be from ONE event only. You may not combine photos from multiple weddings.

Judging criteria will include but are not limited to: adhesion to entry guidelines, creativity, interpretation of the couple's requests, aesthetic presentation, professionalism, mechanics and construction, and overall cohesiveness of the designs.

If professional photos are used, you must also provide a copyright release from the photographer granting you and Koehler & Damm permission to use the images.

All entries must be in the proper format. A black three-ring binder and clear sheet protectors must be used. Photos must be 8x10" in size. The written portion must be typed. You must follow the order outlined at left.

Questions? Call or email Emily Gorg:
612-362-3110 or egorg@koehlerdamm.com