

2012 2030 2001 2020  
1995 2017  
1989 1983 2007  
1989 1975  
1970 1966

TIME FOR ONE  
UNFORGETTABLE CAKE-OFF!

# CREATE TIMELESS

DESIGN YOUR MEMORIES.  
COLOR YOUR DREAMS



the 12th  
 goldilocks  
intercollegiate  
cake decorating  
challenge  
2018

## ENTRY KIT

DEADLINE OF SUBMISSION  
OF ENTRIES IS ON  
NOVEMBER 29, 2017

## OVERVIEW

Goldilocks has been holding the country's most anticipated and biggest intercollegiate cake decorating challenge that pits schools nationwide against each other in an ultimate cake-off.

For the last 11 years, the Inter-collegiate Cake Decorating Challenge has been a means to showcase the Filipinos' enduring **TALENT, CREATIVITY** and **PASSION**.

Cakes are meant to celebrate moments of special events and dreams fulfilled. These moments of celebrations become memories. And memories are timeless.

## TABLE OF CONTENTS

Pg 3	Theme of the 12th Goldilocks Intercollegiate Cake Decorating Challenge
Pg 4	Journey to be the Winning School
Pg 5	The Past Champion Schools
Pg 6	Criteria for Judging
Pg 7	Sample Entry
Pg 8	Submission Requirements
Pg 9	Entry Form
Pg 10	Waiver Form
Pg 11	Rules and regulations
Pg 12	Certificate of Originality and Authenticity





## THE THEME

The ICDC, on the other hand, is a stepping stone for students wanting to develop a career in baking & cake decorating —

a dream Goldilocks can rightfully fulfill, and which students may cherish for years to come.

So on its 12th year, Goldilocks will bring us once more to the biggest and grandest Intercollegiate Cake Decorating Challenge filled with moments, dreams & experiences that would inspire students to...



**CREATE  
TIMELESS**  
**DESIGN YOUR MEMORIES,  
COLOR YOUR DREAMS**

IT IS YOUR **TIME MACHINE**  
THAT TAKES PEOPLE BACK  
TO **RECALL MEMORIES,**  
AND TAKE PEOPLE  
TO THE **FUTURE TO BUILD  
DREAMS.**

# JOURNEY TO BE THE WINNING SCHOOL

## ELIMINATION

Schools from different regions in the country submits a photo of their decorated cake. Ten schools per region will be chosen to proceed to the next round.

## REGIONAL COMPETITION

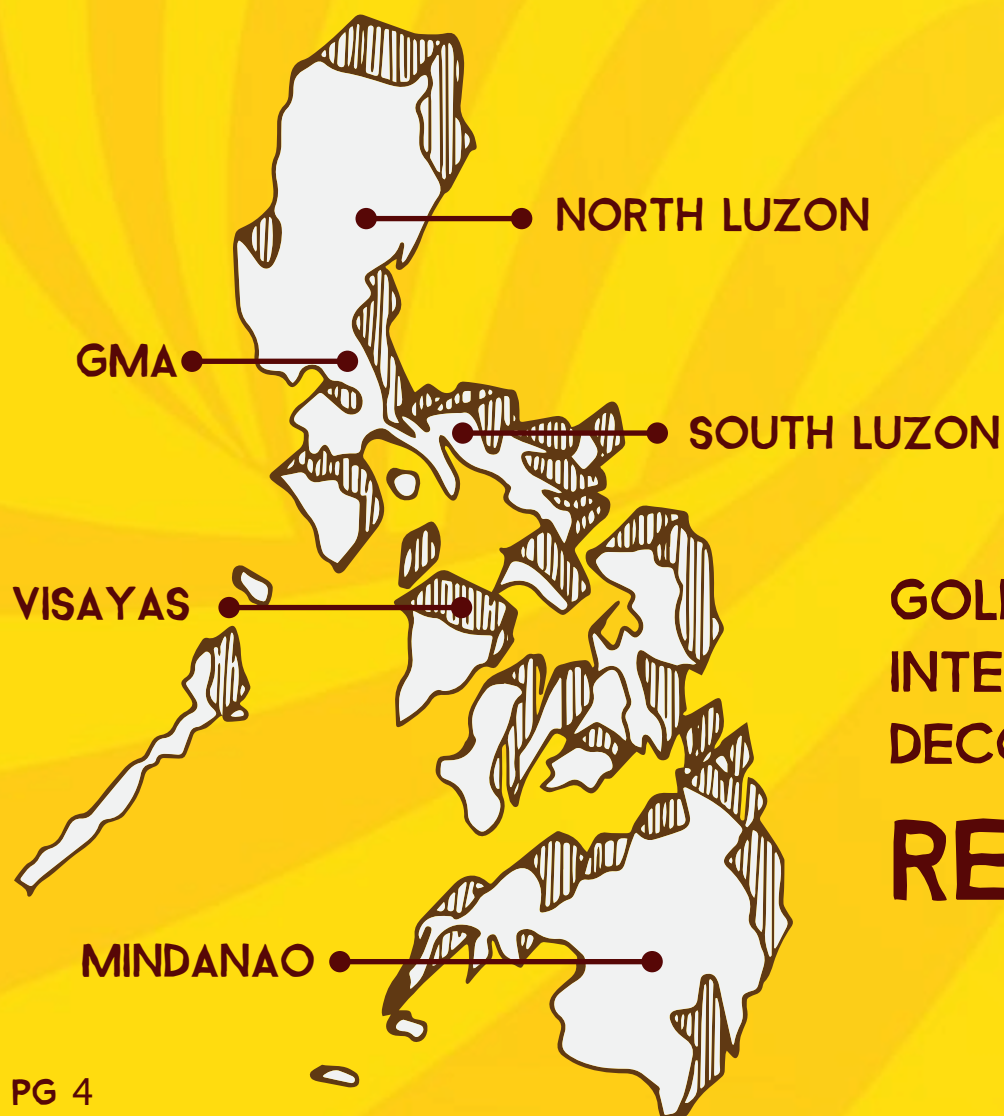
The annual program is getting bigger and more challenging for 2018. Ten school semi-finalist will compete to determine who will represent their region.

## MYSTERY ROUND

A new challenger will join the competition. Second Year. Second Chance.

## GRAND FINALS

Five finalists from different regions will compete in a Cake Decorating Face-Off to determine the 2018 Goldilocks Intercollegiate Cake Decorating Challenge Champion



## GOLDILOCKS INTERCOLLEGIATE CAKE DECORATING CHALLENGE REGIONS





# THE PAST CHAMPION SCHOOLS



**2006**

De La Salle-College of Saint Benilde



**2007**

De La Salle-College of Saint Benilde



**2008**

Lyceum of the Philippines Batangas



**2009**

Lyceum of the Philippines Batangas



**2010**

De La Salle-College of Saint Benilde



**2011**

St. Anne College of Lucena, Inc.



**2012**

Lyceum of the Philippines Laguna



**2013**

Western Institute of Technology-Iloilo



**2014**

Western Institute of Technology-Iloilo



**2016**

St. Anne College of Lucena, Inc.



**2017**

St. Anne College of Lucena, Inc.





## CRITERIA FOR JUDGING

Entries for the elimination round will be judged by Goldilocks Bakeshop Inc. with the guidance of the following criteria to determine who will proceed to the regional semi-finals



### 50% DESIGN CREATIVITY

Adherence to the Theme  
Concept  
Originality  
Colors  
Innovation



### 30% MASTERY OF TECHNIQUE

Workmanship  
Detailing  
Degree of Difficulty  
Cleanliness

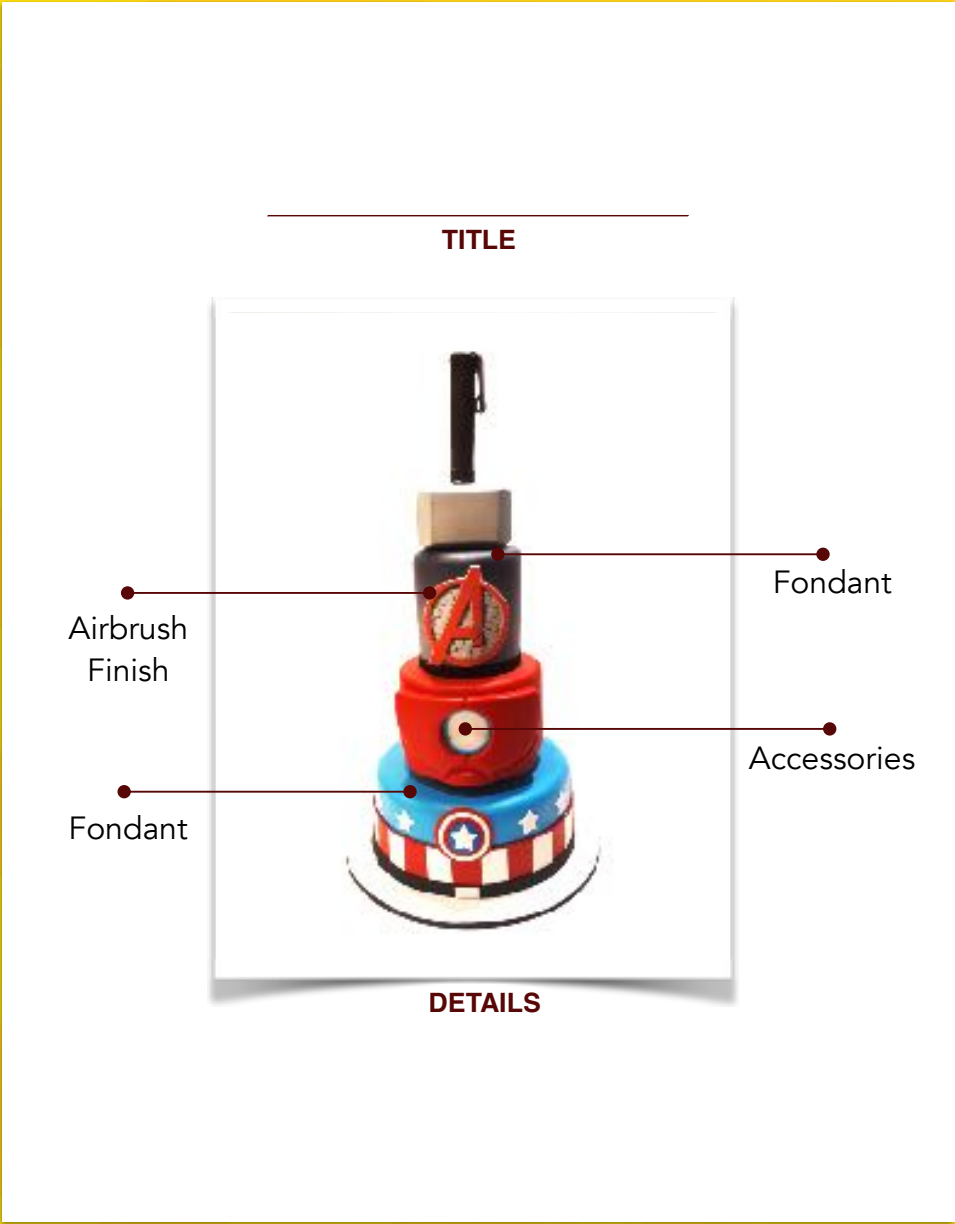


### 20% DESIGN STATEMENT

Story  
Rationale



# SAMPLE ENTRY



## ENTRIES SHOULD FOLLOW THE REQUIRED SHOT

FRONT



TOP



SIDE (LIFE & RIGHT)





# SUBMISSION REQUIREMENTS

## DESIGN REQUIREMENT

Interested applicants will be required to DESIGN, DECORATE and SUBMIT A PHOTO of a cake with the theme: TIMELESS.

No minimum or maximum height but it should be a 2 -layer cake. Design may be of any shape.

## STATEMENT REQUIREMENT

Photo entry should also include a design statement explaining why your cake design is TIMELESS. Statement should not exceed 500 words.

## ACADEMIC REQUIREMENT

The design must be submitted together with:

1. Photocopy/scanned copy of school registration form of each member.
2. Photocopy of mentor's ID.
3. Recommendation letter from the dean.

*Note: Design entries must not contain the names of the participants nor the name of their institution to ensure anonymous judging of the competition.*



GOLDILOCKS INTERCOLLEGIATE  
CAKE DECORATING CHALLENGE 2018

ENTRY FORM

SCHOOL NAME	<input type="text"/>		
ADDRESS	<input type="text"/>		
TEAM NAME	<input type="text"/>	CONTACT NO.	<input type="text"/>
TEAM ADVISOR	<input type="text"/>	TITLE OF ENTRY	<input type="text"/>
CONTACT NO.	<input type="text"/>	EMAIL ADDRESS	<input type="text"/>

INDIVIDUAL TEAM MEMBERS MUST FILL IN THE FOLLOWING INFORMATION.

MEMBER 1 NAME	<input type="text"/>	AGE	<input type="text"/>	SEX	<input type="text"/>
ADDRESS	<input type="text"/>	COURSE	<input type="text"/>	YEAR	<input type="text"/>
CONTACT NO.	<input type="text"/>	EMAIL ADDRESS	<input type="text"/>		

MEMBER 2 NAME	<input type="text"/>	AGE	<input type="text"/>	SEX	<input type="text"/>
ADDRESS	<input type="text"/>	COURSE	<input type="text"/>	YEAR	<input type="text"/>
CONTACT NO.	<input type="text"/>	EMAIL ADDRESS	<input type="text"/>		

MEMBER 3 NAME	<input type="text"/>	AGE	<input type="text"/>	SEX	<input type="text"/>
ADDRESS	<input type="text"/>	COURSE	<input type="text"/>	YEAR	<input type="text"/>
CONTACT NO.	<input type="text"/>	EMAIL ADDRESS	<input type="text"/>		

MEMBER 4 NAME	<input type="text"/>	AGE	<input type="text"/>	SEX	<input type="text"/>
ADDRESS	<input type="text"/>	COURSE	<input type="text"/>	YEAR	<input type="text"/>
CONTACT NO.	<input type="text"/>	EMAIL ADDRESS	<input type="text"/>		

MEMBER 4 NAME	<input type="text"/>	AGE	<input type="text"/>	SEX	<input type="text"/>
ADDRESS	<input type="text"/>	COURSE	<input type="text"/>	YEAR	<input type="text"/>
CONTACT NO.	<input type="text"/>	EMAIL ADDRESS	<input type="text"/>		

## PUBLICITY WAIVER FORM

I voluntarily and willingly provide or submit photos and / or videos of or containing our team's entry, my and / or my team member's image, likeness, and / or voice (all hereinafter collectively referred to as "Likeness" for conciseness) in order to participate in and throughout the Competition, specifically including but not limited to the submission, eliminations, regional finals, grand finals, and all stages / phases / rounds of the Competition. I further understand that the Competition, specifically including but not limited to the submission, eliminations, regional finals, grand finals and all stages / phases / rounds of the Competition, may be documented, whether by voice or sound or film recording, photographs, and videos. I agree to allow my Likeness to be used, recorded, and / or preserved through or by any form, state, format, medium, manner, or means, such as but not limited to photos, videos, and recordings (all hereinafter referred to as "Competition Materials". All Competition Materials are and shall be owned by Goldilocks Bakeshop Inc. Goldilocks Bakeshop Inc. may exhibit, publish, store, edit, modify, retouch, utilize, collate with other materials, and / or in any manner use, (all such actions shall hereinafter be collectively referred to as "Use" for conciseness) for any purposes, including but not limited to: records or archives, social media use, marketing materials, and advertising use, and the like, throughout the world, whether any such Use be in connection with the Competition, the Event, or otherwise. For avoidance of doubt, I confirm and agree that Use includes Goldilocks Bakeshop Inc.'s sharing any of the Competition Materials with any affiliate and / or any other person/s with which it has a legitimate business relationship, and maintaining and / or storing any of the Competition Materials, whether in the Philippines or elsewhere. I understand and agree that there will be no compensation of any kind or nature to me and / or to my team members for or in exchange for any Use of any of my and / or my team members' Likeness, and / or for any Use of any of the Competition Materials. I understand that I and / or my team members will not be given the opportunity to inspect or approve any of the Competition Materials and / or any Use of my and / or my team members' Likeness. I further understand that Goldilocks Bakeshop Inc is under no obligation to use any of my and / or my team members' Likeness, and / or any of the Competition Materials. I further assign to Goldilocks Bakeshop Inc. and / or expressly waive any intellectual property rights, including but not limited to moral rights, proprietary rights, economic rights, performance rights, publishing rights, reproduction rights, and any other similar rights that I and / or my team members may have in any Likeness contained in any of the Competition Materials, as well as the Competition Materials themselves.

\_\_\_\_\_  
PRINTED NAME & SIGNATURE  
TEAM MEMBER 1

\_\_\_\_\_  
PRINTED NAME & SIGNATURE  
TEAM MEMBER 2

\_\_\_\_\_  
PRINTED NAME & SIGNATURE  
TEAM MEMBER 3

\_\_\_\_\_  
PRINTED NAME & SIGNATURE  
TEAM MEMBER 4

\_\_\_\_\_  
PRINTED NAME & SIGNATURE  
TEAM MEMBER 5



## RULES AND REGULATIONS

- In order to qualify, participating teams must have five members and a mentor.
- All members must be enrolled in the same college or university as a junior or senior HRM, Tourism, or any Culinary-related student.
- There is no limit to the number of groups that may join from the same university. However, a student who wishes to join the contest may belong to one group only.
- Entries must confirm strictly to the submission guidelines and must be submitted to Hey! Communications Inc.
- Deadline of submission of entries is on November 29, 2017
- All entries shall become the property of Goldilocks Bakeshop Inc.
- Judges' decisions are final.
- Semi-Finalist will be notified to attend the regional Competition while Finalists on the Grand Finals in GMA.
- Winning entries may be featured in marketing and promotional materials as deemed appropriate by the organizer and sponsors.
- Prizes are non-transferable and non-exchangeable for cash or credit.



## SUBMISSION METHOD

### SUBMISSION DEADLINE:

All completed entries must be submitted on or before

**29 NOV 2017  
WEDNESDAY**

### MAIL YOUR ENTRIES

(Entry Form and Photo and Design Statement)

To The Address Below:

**Unit 5-A, Suntree Tower  
13 Meralco Ave. Ortigas Center,  
Pasig City**

Or Email to

**goldilocksicdc2018@gmail.com**

For inquiries, Please Contact:

**Mr. Thane Realino** or **Mr. Mico Cayao**  
0915 932 5694 0927 887 8688



## CERTIFICATE OF ORIGINALITY AND AUTHENTICITY

We, the members of \_\_\_\_\_  
(Team Name)

consisting of \_\_\_\_\_  
(Team Member)

\_\_\_\_\_

\_\_\_\_\_ hereby present ourselves

as the official representatives of \_\_\_\_\_  
(School Name Member)

to the 12th Goldilocks Intercollegiate Cake Decoration Challenge.

We have carefully read and agree to abide by the rules and regulations governing the Goldilocks Intercollegiate Cake Decorating Challenge.

We hereby declare that our competition entry is an original Design and has neither been previously entered in other contests, nor copied or duplicated from an existing design.

\_\_\_\_\_  
CONTESTANT 1                      DATE  
SIGNATURE OVER PRINTED NAME

\_\_\_\_\_  
CONTESTANT 2                      DATE  
SIGNATURE OVER PRINTED NAME

\_\_\_\_\_  
CONTESTANT 3                      DATE  
SIGNATURE OVER PRINTED NAME

\_\_\_\_\_  
CONTESTANT 4                      DATE  
SIGNATURE OVER PRINTED NAME

\_\_\_\_\_  
CONTESTANT 5                      DATE  
SIGNATURE OVER PRINTED NAME



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COLOR YOUR DREAMS

