

Submission deadline: February 24, 2017

Email to specialevents@lcbo.com

Events must take place between May 21 and July 15, 2017.

Please submit all details as listed below.

COMPANY INFORMATION	
Company Name	Contact Person
Telephone Number	Email Address

OVERVIEW OF EVENT
Thematic promotion timeframe
Name of event
What is the objective of this program/event? (Note: Program theme must align with LCBO "Cheers to 150 Years" promotion.)
The customer experience (list step-by-step what the customer will experience from the time they arrive to the time they leave)

EVENT SPACE
Dimensions of space in feet:
List components to be included. <input type="checkbox"/> Image attached.
Floor plan of event (which components will go where?) <input type="checkbox"/> Floor plan attached.
Google map of area where the event is proposed to take place in the LCBO parking lot (please keep in mind the location of handicapped parking spaces, fire routes, other retailers' store fronts and the need to have smooth traffic flow) <input type="checkbox"/> Map attached.
Type and dimensions of signage used, if any. <input type="checkbox"/> Artwork image attached.
Please note: Barriers/fencing will be required at any event with an outdoor sampling (min. 3 ½ ft. high)

ADDITIONAL COMPONENTS
Will your event include:
<input type="checkbox"/> Barbecue
<input type="checkbox"/> Lighting
<input type="checkbox"/> Generator (Note: If you require electricity, you will need to provide your own power source.)
<input type="checkbox"/> Live music (if providing music, please provide the relevant SOCAN licence, <input type="checkbox"/> SOCAN licence attached)
<input type="checkbox"/> Recorded Music (if providing music, please provide the relevant SOCAN licence, <input type="checkbox"/> SOCAN licence attached)
<input type="checkbox"/> Dancers or other performers (please provide details)
<input type="checkbox"/> Giveaways (must have a maximum \$5 retail value). Please provide details on how many will be given away at each event and how they will be given out.
<input type="checkbox"/> Radio remote
<input type="checkbox"/> Security (all outdoor tastings will require uniformed security)

Branded vehicle on site

Interactive customer activity (please keep in mind AGCO guidelines regarding gaming and skilled activities)
If so, please provide details:

PRODUCT SAMPLING AND FOOD MATCH

Will product be sampled outside or inside?

List of products to be sampled

<u>LCBO #</u>	<u>Product Name</u>	<u>New Product (Y/N)</u>	<u>Available In-store Date</u>

Food match details (Please note: Special Events locations require a premium food match.)

SUGGESTED STORES, DATES AND TIMES

Please list all requested store numbers, suggested dates and tasting times.
For example:
Store 1 Friday, May 1 4:00 – 8:00 pm

<u>Store #</u>	<u>Suggested Dates</u>	<u>Tasting Times</u>	<u>Store #</u>	<u>Suggested Dates</u>	<u>Tasting Times</u>

Requests for a region of stores will not be accepted; e.g. "any stores in the east end of Ottawa". LCBO Special Events will endeavour to confirm the dates and locations requested; however, if we are unable to do so, we will contact you to discuss alternatives.

CERTIFICATION

Anyone pouring product must have SMART Serve certification and must be able to show their card if requested.

All staff involved in the event (including chefs, performers etc.) must have AODA certification.

The certifications must be obtained by May 5, 2017. I agree.

PROMOTION

Please detail how the event(s) will be promoted.

STAFFING

Please confirm how many staff will be on-site and what their roles will be.

RAIN PLAN

Please advise if/how the event plan will be modified for inclement weather.

OTHER

Please include any other information you feel is relevant to the program/event.

**Please note Up to two submissions will be approved to proceed in each of Periods 3 + 4.
If your submission is accepted:**

Cost per event location: \$300*

*In addition to regular tasting fees; i.e. tasting bar fee, a charity fee, and product at landed cost.

An Agreement will be created once all details are approved by the LCBO and landlords, and all insurance certificates and permits have been received. It will then be sent to you for authorized signature. It must be signed and returned a minimum of two weeks before the first event.