

# VINTAGES

March 17, 2014

To: All Trade Associations

Dear Trade Partners,

**RE: Call for Proposals for VINTAGES 2015 Event Season**

We are now accepting proposals for events for the timeframe January to June 2015.

If you have an event idea, please complete the Event Proposal Form found here:

<http://www.doingbusinesswithlcbo.com/tro/Forms-Documents/Forms/Downloads/LCB 2337 Vintages Event Proposal Form.doc>

Proposal should be submitted to the relevant Category Manager before Wednesday, April 30, 2014.

Key information for the proposal includes how the event would support VINTAGES' business strategy, the key personalities from the winery/distillery scheduled to attend the event and what additional promotional support the supplier/agent is able to provide to ensure event success.

If you have any questions, please contact the relevant Category Manager.

Thank you for supporting the VINTAGES 2014 Events Program. We look forward to working with you in the future.

Sincerely,



Kathy Cannon  
Director, Vintages, LCBO

cc: Nancy Cardinal  
Shari Mogk-Edwards

