



LCBO Outdoor Events – Reference Information

PLEASE REVIEW BEFORE COMPLETING THE *LCBO OUTDOOR EVENT SUBMISSION FORM*.

LCBO Special Events will contact store managers, district managers and landlords for approval.

Event Space

- If your proposed event includes sampling of beverage alcohol outside of the LCBO store, you must secure a Special Occasion Permit (see below for details) and the event space must be enclosed. Enclosure must be a minimum of 3.5' high as stipulated by the AGCO.
- What is the size of the space requested?
- Rendering of the event space required, including: barriers, signage, furniture, décor, location of security, etc.
- Will there be a tent or an uncovered, enclosed area?
- If there will be a tent, how is it being secured (blocks, water barrels)? Please note that stakes are not allowed.
- Tents may require permits depending on size. It is the supplier's responsibility to ensure all required permits are obtained.
- Will there be a branded vehicle on site? If so, where will it be parked?

Additional components

- Any music (live or recorded) will require a SOCAN license. socan.ca
- Supplier branded giveaways must follow the Value Add guidelines.
- Radio remotes and their scripts require pre-approval by LCBO.
- Uniformed security staff must be hired for outside events and must be certified. Paid Duty police officers are an alternative to security staff.
- Please keep in mind AGCO guidelines regarding gaming and skilled activities. [AGCO](http://agco.ca)

Product sampling and food match

- Products sampled must be listed at the host store.
- Product used for the sampling must be taken from the host store's inventory.
- Standards for sample sizes and quantities are consistent with those outlined in the In-store Trade Tastings Program guidelines. Failure to comply with these standards will result in cancellation of the event.
<http://www.doingbusinesswithlcbo.com/tro/downloads/Tbook2011.doc>

- The food match must be appropriate for the host location. Special Events stores require a premium food match for all tastings. Please consult the Retail Special Events Coordinator if you have any questions.
- Please contact the store to determine expected attendance.
- If event includes on-site food preparation, staff preparing and serving the food must have Food Handling Certification. (See “Certification” section below for details.)
- Please note that all samples must be individual servings. No food may be served in a communal bowl or dipped in spreads, etc. All food must be kept at a safe temperature.

Suggested stores, dates and times

- Applications must include specific stores, dates (**Periods 3 & 4 only**) and times. Requests for a region of stores or general time period will not be accepted.
- Determine location of stores and where the events will be held (i.e. parking lot across from the store entrance)
- Each location should have a large parking lot with easy access to the store.

Certification

SMART Serve required for all product demonstration staff. smartserve.ca

Accessibility Standards for Customer Service (Ontario Regulation 429/07)

The Accessibility Standards for Customer Service applies to every designated public sector organization (including the LCBO) and all retail locations. Any third party individual that interacts with LCBO customers must have completed the Ministry of Community and Social Services on-line training module “Serve-Ability: Transforming Ontario’s Customer”, and have provided the LCBO with a signed certificate confirming completion of the training. This includes but is not limited to: product demonstrators, event staff, winemakers, brew masters, master distillers, security personnel, chefs, chef assistants, singers, dancers, musicians and other performers. Click here for training information. [AODA](#)

Food Handling Certification. If event includes on-site food preparation, the staff preparing and serving the food must have their Food Handling Certification. Details at toronto.ca/health/foodhandler

Promotion

- Supplier must advise LCBO of its promotional plans and must submit artwork for pre-approval before going to print.
- Press releases sent out by the supplier should be reviewed by the LCBO in advance.
- Radio remotes require approval from LCBO.

Staffing

- How many staff will be on site?
- What are their roles?

Rain plan

- How will the event be affected by inclement weather? Will it be postponed or cancelled?
- How will a cancellation be communicated to the LCBO and to customers? How far in advance will the decision be made?
- If windy, how will furniture/signage be secured to prevent accident or injury?

Other

Outdoor event fee

- There is a \$300 fee per store location.

Tasting applications

- Special Events locations: suppliers must apply online using ITPS and include all relevant event details on the *main page*.
- Non-Special Events locations: suppliers must apply online using ITPS and include all relevant event details in the *Notes* section.

Legal

- The LCBO will prepare a legal agreement between the supplier and LCBO that will confirm the fee per location and the responsibilities of each party. The supplier must sign and return the legal agreement two weeks prior to the first event.

Insurance

- Once location approvals have been secured, the supplier will need to provide insurance based on the requirements of the LCBO and the landlord.
- Insurance certificates must be received at least two weeks prior to the event.

Special Occasion Permit

- A Special Occasion Permit (SOP) must be obtained by the supplier in order to sample product outside the store.
- SOP applications are available for download from the AGCO's website. Please review the application guidelines carefully. http://www.agco.on.ca/forms/en/1575_a.pdf
- SOP applications must be submitted to an LCBO SOP Service store at least 30 days in advance of the event.

Contests

- Contest requests must be submitted to Category Management.
- No ballots or prizes may be given out during events.