

LCBO

January 4, 2017

Attention: Trade Partners

Karen McGee

Assistant Manager, Special
Events

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Re: Call for 2017 Outdoor Event Applications – Periods 3 & 4 – Canada 150 Celebration

Dear Trade Partners,

As part of our focus this summer on Canada's 150th birthday, the LCBO is accepting applications for tasting events conducted in LCBO store parking lots during P3 and P4 that align with our "Cheers to 150 Years" theme. The deadline to submit applications is **February 24, 2017**.

Applications for outdoor events during other periods and/or with alternate themes will not be accepted this year.

Please review the attached "Outdoor Events Reference Information" document to assist with completing your application. The attached application form must be fully completed, accompanied by required images, floor plans, etc., and submitted via email to specialevents@lcbo.com.

Marketing will review submissions and approve up to two programs for each of the two periods.

If you have any questions regarding the attached, please contact me.

Sincerely,



Karen McGee

Att/

