



December 13, 2018

Attention: All Trade Associations

Re: Call for Proposals – Vintages Events – Deadline Thursday, February 28, 2019

Alanna Bailey
Director of Operations, Vintages

Alanna.bailey@lcbo.com
(416) 864-7639 tel
(416) 864-2540 fax

43 Freeland St.
Toronto, ON, M5E 1L7

lcbo.com / vintages.com

We are now accepting proposals for Vintages events for the timeframe of September 2019 to March 2020. If you have an event idea, please complete the attached Event Proposal Form. The proposal must list all event products and address the success factors outlined below.

Successful proposals will include:

- Brands that are of interest to premium-wine consumers, vintages that are exceptional/highly rated, products that are rare and/or exclusive, large bottles or unique size formats.
- A highly engaging winery/distillery principal or brand ambassador who is willing to speak directly with event customers.
- Additional promotional support the supplier/agent is able to provide to ensure event success

Proposals should be submitted directly to rose.holness@lcbo.com by the latest, Thursday, February 28, 2019.

If you have any questions, please contact the relevant Category Manager. The Event Proposal Form includes a list of Category and Product Managers for your reference.

Thank you for your continued partnership. We look forward to creating amazing event experiences together.

Sincerely,

A handwritten signature in blue ink that reads 'Alanna Bailey'. The signature is written in a cursive, flowing style.

Alanna Bailey