

VINTAGES LCBO

April 29, 2016

To: All Trade Councils

RE: Call for Proposals - Vintages 2017 Event Season (January to August)

We are now accepting proposals for events for the timeframe January to August 2017.

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

<http://www.doingbusinesswithlcbo.com/tro/Forms-Documents/Forms/Forms.shtml>

Proposals should be submitted to the relevant Category or Product Manager by the latest, Friday, June 10, 2016.

Please ensure that your proposal contains the following key information: 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. The event proposal form includes a list of Category Managers and Product Managers for your reference.

Thank you for supporting the VINTAGES 2017 Events Program. We look forward to working with you in the future.

Sincerely,



Kathy Cannon
Director, Vintages, LCBO

cc: Nancy Cardinal
Shari Mogk-Edwards
Kelly Taylor

LCBO