



Discover the World

September 25, 2014

To: All Trade Partners

Re: Application Process for Outdoor Special Events – Summer 2015

In order to allow LCBO Special Events to better manage and support the large number of supplier requests to conduct outdoor sampling events in LCBO store parking lots, we are requesting submission of detailed proposals for May-September 2015 events **no later than January 30, 2015.**

Please review the attached “Outdoor Events Reference Information” for full details regarding required information to be submitted. The attached application form must be fully completed and accompanied by required attachments.

Special Events will review submissions and approve concepts in February. We will then begin the process of securing Retail and Landlord approval for proposed locations.

If you have any questions regarding the attached, please contact Sue Antoniou at tel. 416-864-2422 or sue.antoniou@lcbo.com.

Karen McGee
Assistant Manager, Special Events
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