



June 8, 2018

Re: Vintages Events 2018/19 – THIS IS VINTAGES – CALL FOR PROPOSALS

Dear Trade Partners,

The events team is pleased to announce we are now accepting proposals for participation in THIS IS VINTAGES walk-around tastings planned for September 2018 and May 2019.

Key Objectives of THIS IS VINTAGES:

- Engage/recruit a new/younger demographic
- Tell the Vintages brand story – attendees should leave knowing more about how to shop Vintages in-store and online
- Promote Vintages Essentials products
- Promote Vintages Release products

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For these events there are two pay-to-play packages: **Highlight** and **Feature**. For both package types, targeted brands will be from the Essentials Collection and may be complemented by products from the Frontline Release program or Classics Collection.

Opportunity	Packages available per event	Fee/package	Products/package
Highlight	1	\$7,000 + HST	3-4
Feature	15 to 25 (venue dependent)	\$3,000 +HST	3

The **Highlight** package secures a prominent, customized brand experience at the event (see details attached). An additional supplier investment beyond the fee will be required.

The **Feature** package procures the opportunity to pour three products at a table: 1 Essentials product (mandatory) and 2 Frontline or Classics Collection products from a release within 3 weeks of the event date. Plus table signage and inclusion in the tasting booklet.

Event 1: Thursday, September 27, 2018 – Distillery District, Fermenting Cellars. We are now accepting **Feature**-only applications via New Item Submissions System (NISS):

- NISS#190 – Vintages Events Virtual Offers - April 1, 2018 - March 31, 2019
- NISS#2680 – THIS IS VINTAGES event, September 2018
- Deadline for both: June 22nd, 2018

Event 2: May 2019 (venue and date TBD). We are now accepting **Highlight** proposals only. Feature application deadline dates will be announced closer to the event. Please send **Highlight** proposals directly to rose.holness@lcbo.com.

- Deadline: July 31, 2018.

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

Sincerely,

Alanna Bailey