

Premium Event Proposal Form

AGENT & SUPPLIER INFORMATION

Agent Name:			
Agent Contact Name:		Agent Contact Email:	
Supplier(s) Name:			
Name & Title of Principle(s) and/or Winemaker(s) that will be in attendance:			
1.			
2.			
3.			

EVENT INFORMATION

Product Category:			
Proposed Period:		Proposed Date:	
Proposed Event Name:			
Event Format: ☐ Walk-around Tasting ☐ Dinner ☐ Structured Tasting ☐ Other; please specify:			
Proposed Location (City, Venue):			
1.			
2.			
3.			
Target Guest Count:		Target Ticket Price:	

EVENT STRATEGY

What are the key customer benefits and objectives of the event? Why would a customer attend this event (e.g. Meet an iconic producer, access to rare/allocated products etc.)?

What Is the Agent/supplier financial contribution? Please include any giveaways (eg. e.g. supplier branded items such as enviro-bags, bottle opener, glassware, etc.).

Will product be donated?

☐ Yes

☐ No

Billing Party:

☐ Agent

☐ Supplier

Submission Procedure:

Completed applications (PDF Proposal Form & Excel Product List) must be submitted to the appropriate Senior Category Manager.

Name	Portfolio	Email
Astrid Brummer	New World Wines – USA & Canada (excl. Ontario)	astrid.brummer@lcbo.com
Marc Staples	New World Wines – Southern Hemisphere	marc.staples@lcbo.com
Peter Cloutier	Ontario Wines	peter.cloutier@lcbo.com
Lisa Chapman	European Wines – France	lisa.chapman@lcbo.com
Greg MacDonald	European Wines – Italy, Spain, Portugal & Germany	greg.macdonald@lcbo.com
Liam Salichuk	European Wines – Greece & Central/Eastern Europe	liam.salichuk@lcbo.com
Emily Liao	Brown Spirits	emily.liao@lcbo.com
Jessilynn Kim	White Spirits	jessilynn.kim@lcbo.com