



February 5, 2019

Re: THIS IS VINTAGES 2019 – 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 May and September 2019.

Kathy Cannon

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KEY OBJECTIVES:

- 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

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.

Package name	Packages sold per event	Fee/package	Products/package	Deadline date
Highlight- May (SOLD)	1	\$7,000 + hst (SOLD)	3-4	(SOLD)
Highlight- September	1	\$7,000 + hst	3-4	Friday, March 29
Feature- May	25-30	\$3,000 + hst	3	Wed. Feb. 13
Feature- September	25-30 (venue dependent)	\$3,000 + hst	3	To be announced

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

The **Feature** package procures the opportunity to pour three products at a table: 1 Essentials (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: May 16, 2019 @ The Carlu. We are now accepting **Feature**-only applications. Please send your product proposals directly to Lisa Chapman/Bobby Panchu by **Wednesday, February 13, 2019**.

Event 2: September 2019 (venue and date TBD). We are now accepting **Highlight applications only**. Feature application deadline dates will be announced closer to the event.

Please send **Highlight** applications directly to Rose Holness at rose.holness@lcbo.com by **Friday, March 29, 2019**.

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

Regards,

Kathy Cannon