



May 13, 2019

Attention: All Trade Associations

Re: Call for Proposals – Vintages Events – deadline Wednesday, July 31, 2019

Alanna Bailey
Director of Operations, Vintages

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We are now accepting proposals for Vintages events for the timeframe of **April 2020 to December 2020**. If you have an event idea, please complete the attached Event Proposal Form. The proposal must list all event products and address the success factors outlined below.

Successful proposals will include:

- Brands that are of interest to premium-wine consumers, vintages that are exceptional/highly rated, products that are rare and/or exclusive, large bottles or unique size formats.
- A highly engaging winery/distillery principal or brand ambassador who is willing to speak directly with event customers.
- Additional promotional support the supplier/agent is able to provide to ensure event success

Proposals should be submitted directly to rose.holness@lcbo.com by the latest, Wednesday, July 31, 2019.

If you have any questions, please contact the relevant Category Manager. The Event Proposal Form includes a list of Category Managers for your reference.

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

Sincerely,

A handwritten signature in black ink, appearing to read 'Alanna Bailey', written in a cursive style.

Alanna Bailey