

VINTAGES

THIS IS VINTAGES EVENT

*SEPTEMBER 2019 BRAND HIGHLIGHT OPPORT
UNITY*

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The objective of the walk-around tasting event ***THIS IS VINTAGES*** is to recruit a new and younger wine enthusiast.

Brand Highlight: ONE supplier has the opportunity to deliver a customized brand experience.

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The Brand Highlight opportunity includes:

- Dedicated space or section (based on venue)
- Spotlight for 3-4 products
- Brand highlight mention on Events landing page on vintages.com. All digital advertising links to this LP
- Marketing-produced “Vintages Presents” signage introducing brand (supplier can provide images for consideration)
- Brand exposure to a engaged audience of 300-400

Participation Fee: \$7,000 + HST

Note: Additional costs to execute the brand moment (e.g. décor, props, entertainment) are in addition to the participation fee and will be covered by the supplier.

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Brand Highlight Proposals for SEPTEMBER 2019 are being accepted now. Deadline : March 29, 2019.

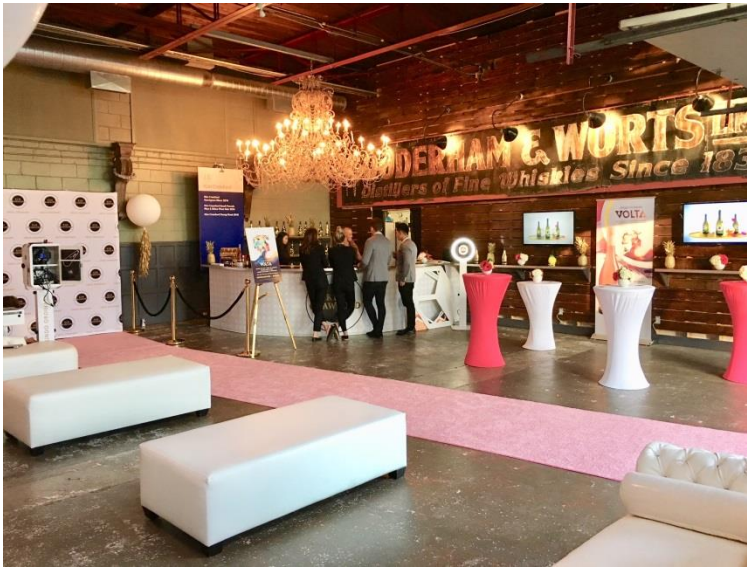
Proposal requirements:

- Should be designed to both engage and invite guests to interact with a unique experience. Must include a tasting component and should be entertaining, relevant to the audience and fun!
- Should align with the Vintages brand and complement the larger event.
- Please include complete details of the proposed activation (e.g. *décor, props, entertainment*) including visuals/mockups of the activation concept.

Questions and proposals should be directed to rose.holness@lcbo.com.

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#	Image Description
1	Example of Brand HIGHLIGHT area set up
2	Example of Brand FEATURE area set up
3	Example of on-site signage