



## 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: <input type="checkbox"/> Walk-around Tasting <input type="checkbox"/> Dinner <input type="checkbox"/> Structured Tasting <input type="checkbox"/> 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)	<a href="mailto:astrid.brummer@lcbo.com">astrid.brummer@lcbo.com</a>
Marc Staples	New World Wines – Southern Hemisphere	<a href="mailto:marc.staples@lcbo.com">marc.staples@lcbo.com</a>
Peter Cloutier	Ontario Wines	<a href="mailto:peter.cloutier@lcbo.com">peter.cloutier@lcbo.com</a>
Lisa Chapman	European Wines – France	<a href="mailto:lisa.chapman@lcbo.com">lisa.chapman@lcbo.com</a>
Greg MacDonald	European Wines – Italy, Spain, Portugal & Germany	<a href="mailto:greg.macdonald@lcbo.com">greg.macdonald@lcbo.com</a>
Liam Salichuk	European Wines – Greece & Central/Eastern Europe	<a href="mailto:liam.salichuk@lcbo.com">liam.salichuk@lcbo.com</a>
Emily Liao	Brown Spirits	<a href="mailto:emily.liao@lcbo.com">emily.liao@lcbo.com</a>
Jeryca Dillas	White Spirits	<a href="mailto:jeryca.dillas@lcbo.com">jeryca.dillas@lcbo.com</a>