

## LCBO Outdoor Events– Reference Information

### **PLEASE REVIEW BEFORE COMPLETING THE *LCBO OUTDOOR EVENT SUBMISSION FORM*.**

LCBO Special Events will contact store managers, district managers and landlords for approval.

#### **Event Space**

- What is the size of the space requested?
- Rendering of the event space required, including: barriers, signage, furniture, décor, location of security etc.
- Will there be a tent or an uncovered, enclosed area?
- If there will be a tent, how is it being secured (blocks, water barrels)? Please note that stakes are not allowed.
- Tents may require permits depending on size. It is the supplier's responsibility to ensure all required permits are obtained.
- Will there be a branded vehicle on site? If so, where will it be parked?
- Enclosure must be a minimum of 3.5' high as stipulated by the AGCO.



#### **Additional components**

- Any music (live or recorded) will require a SOCAN license. [socan.ca](http://socan.ca)
- Supplier branded giveaways must follow the Value Add guidelines.
- Radio remotes and their scripts require pre-approval by LCBO Special Events.
- Uniformed security staff must be hired for outside events and must be certified.
- Paid Duty police officers are an alternative to a security company
- Please keep in mind AGCO guidelines regarding gaming and skilled activities. [AGCO](http://agco.ca)

#### **Product sampling and food match**

- Products sampled must be listed at the host store.
- Product used for the sampling must be taken from the host store's inventory.
- Sample sizes:
  - ½ ounce for wine
  - 1 ounce for beer
  - ¼ ounce for straight spirits or 1 ounce in a cocktail with juice mix
  - Please note that failure to comply with these standards will result in cancellation of the event. Product Demonstrators must follow the LCBO's In-store Tasting Requirements.
- The food match must be appropriate for the host location. Special Events stores require a premium food match for all tastings. Please consult the Retail Special Events Coordinator if you have any questions.

- Please contact the store to determine expected attendance.
- If event includes on-site food preparation, staff preparing and serving the food must have their Food Handling Certification.
- Please note that all samples must be individual servings. No food may be served in a communal bowl or dipped in spreads, etc. All food must be kept at a safe temperature.

### **Suggested stores, dates and times**

- Applications must include specific stores, dates and times. Requests for a region of stores or general time period will not be accepted.
- Determine location of stores and where the events will be held (i.e. parking lot across from the store entrance)
- Each location should have a large parking lot with easy access to the store.

### **Certification**

SMART Serve required for all demonstration staff. [smartserve.ca](http://smartserve.ca)

Accessibility Standards for Customer Service (Ontario Regulation 429/07)

The Accessibility Standards for Customer Service applies to every designated public sector organization (including the LCBO) and all retail locations.

Any third party individual that interacts with LCBO customers must have completed the Ministry of Community and Social Services on-line training module “Serve-Ability: Transforming Ontario’s Customer”, and provided the LCBO with a signed certificate confirming completion of the training. This includes but is not limited to: product demonstrators, event staff, winemakers, brewmasters, master distillers, security personnel, chefs, chef assistants, singers, dancers, musicians and other performers. Click here for training information. [AODA](#)

Food Handling Certification. If event includes on-site food preparation, the staff preparing and serving the food must have their Food Handling Certification. Details at [toronto.ca/health/foodhandler](http://toronto.ca/health/foodhandler)

### **Promotion**

- Supplier must advise LCBO of its promotional plans and must submit artwork for pre-approval before going to print.
- Press releases sent out by the supplier should be reviewed by the LCBO in advance.
- Radio remotes require approval from LCBO.

### **Staffing**

- How many staff will be on-site?
- What are their roles?

### **Rain plan**

- How will the event be affected by inclement weather? Will it be postponed or cancelled?

- How will a cancellation be communicated to the LCBO and to customers? How far in advance will the decision be made?
- If windy, how will furniture/signage be secured so it doesn't blow over and endanger customers?

## **Other**

### Outdoor event fee

- There is a \$300 fee per store location.

### Tasting applications

- Special Events locations: suppliers must apply online using ITPS and include all relevant event details on the *main page*.
- Non-Special Events locations: suppliers must apply online using ITPS and include all relevant event details in the *Notes* section.

### Legal

- A legal agreement will be created between the supplier and LCBO which must be signed before the first event, including the fee per location and the responsibilities of each party.

### Insurance

- Once location approvals have been secured, the supplier will need to provide insurance based on the requirements of the LCBO and the landlord.
- Insurance certificates must be received at least two weeks prior to the event.

### Special Occasion Permit

- A Special Occasion Permit (SOP) must be obtained by the supplier in order to sample product outside the store.
- SOPs must be requested at least 30 days in advance of the event.
- The SOP application must include:
  - a sketch of the installation position in the parking lot
  - letters outlining details of the events that have already been sent to the following offices:
    - City Clerk's office
    - Police Services
    - Fire Department
    - Public Health (regarding food)

### Letters to municipal offices

- Letters must be sent to the following municipal offices to make them aware of the upcoming events.
  - City Clerk's office
  - Police Services
  - Fire Department
  - Public Health (regarding food)
- Each of these letters must be specific to each jurisdiction in which the event is held.

### Contests

- Any contests requests must be submitted to Category Management.
- No ballots or prizes may be given out during events.