
2010 SPECIAL EVENT PARTICIPATION GUIDELINES

Special event participation is an opportunity to enhance your winery's profile in the Festival, and ideally to showcase wine(s) not poured in the International Festival Tastings. Participation in special events is optional - but encouraged - and willingness to participate in special events is given consideration by the Winery Selection Committee during the selection process.

How are the events defined?

Representatives from trade organizations, wineries, agencies and theme regions propose events annually during the online application process. Events highlight a region, a varietal, a winery, or a theme. The Planning Committee, Winery Selection Committee and staff then review proposals and create an event schedule, which is approved by the Wine Festival Board. Finally, the Winery Selection Committee, in consultation with the Event Chair, confirms wine selections.

Who can participate?

Every effort is made to have the final program provide the opportunity for suppliers from all countries to participate in events. Only wineries selected to participate in the Festival may be involved in special events. Event Chairs/Moderators may, with the approval of the Wine Festival Board, select a wine from a non-participating winery should it be determined that the aim of the event would be compromised otherwise. While not all suppliers can participate in special events each year, opportunities exist for the majority. When selected to participate, the winery principal must attend the event to present their wines.

How do I submit an event proposal?

Single supplier, multi-supplier or single agency event proposals can be submitted through the Online Application System between May 15th and June 15th, 2009. Winery dinner proposals can be submitted only after wineries have been selected for participation in the Festival. Applications will be accepted after the first round of selection has been announced until August 14th, 2009.

Should a Special Event Proposal be accepted, the applicant becomes the designated Event Chair and will be provided with a set of Festival Special Events Guidelines and deadlines, which must be strictly adhered to. Failure to meet guideline and timeline criteria may result in the event being cancelled, at the discretion of the Wine Festival Board.

How much wine is required?

The majority of special events require a minimum of 1 x 12 (750 ml) bottle case or equivalent. Returning events such as the Bacchanalia Gala Dinner + Auction, Trade Days Lunch and Sunday Brunches have larger volume requirements. Pours are calculated per ounce with one bottle per six factored for corkage/flaws/breakage/spillage and the Gold Pass Tasting Lounge.

Annual Events

BACCHANALIA GALA DINNER + AUCTION (Wednesday, April 21)

The Bacchanalia Gala Dinner + Auction is the première event of our festival and the main source of fundraising for the Playhouse Theatre Company. Over five hundred of Vancouver's business and community leaders attend this black tie event on the Wednesday of the Festival. Targeting wine collectors and sommeliers, this five-course meal is paired with 11 showcase wines. Throughout the reception and meal, patrons have the opportunity to bid on rare, valuable and unusual wines.

Winery participation entails the donation of:

- up to 12 x 9L cases of sparkling wine for the reception OR
- 7 x 9L cases of dinner wine OR
- 5 x 9L cases of port or dessert wine
- two sample bottles for Chef Robert LeCrom to be supplied to Gala Manager by October 15, 2009 (excluding reception wine)

Suppliers donating wine to the Gala Dinner receive:

- 2 complimentary tickets to the Gala for principal and guest;
- Principal to be publicly introduced at Gala;
- line name in 25,000 Festival Brochures and in 10,000 Tasting Programs and logo with link on the Festival web-site;
- a one-page profile in the 600 printed Gala Dinner Menus;
- a one-page black-and-white ad in 600 printed Auction Catalogues;
- Gala star icon on Tasting Room signage;
- Gala dinner wine display in the Festival Wine Shop;
- Wineries providing Gala dinner wines will be ensured a spot in this Festival and one of the next two Festivals upon application submission, provided that they meet the criteria set out in the Winery Application Guidelines for that year's Festival;
- Wineries with selected Gala dinner wines will have the \$650 portion of their table fees returned;
- Wineries with selected Gala dinner wines and an auction item will have the full \$950 returned.

Your winery profile at the Bacchanalia Gala Dinner + Auction may also be enhanced by the contribution of a significant wine item for the Auction such as large format bottles, old, rare or special vintages or vertical collections. Our many wine-knowledgeable patrons welcome the opportunity to bid on such unique items and thus they merit special publicity and on-site display. More information on Gala Dinner participation is available upon request for interested suppliers. Email gala@playhousewinefest.com for a one-page information sheet.

TRADE DAYS LUNCH – Reception Wine (Thursday, April 22)

A Theme Region winery has the opportunity to welcome guests to the trade lunch of the year, featuring all participating wineries and principals, by pouring sparkling wine as the starter and presenting a toast.
1 wine, 7 x 9L cases

TRADE DAYS LUNCH – Dessert Wine (Thursday, April 22)

A Theme Region winery has the opportunity to pour a dessert wine and present a toast as the finale to this industry lunch featuring all participating wineries and principals.
1 wine, 5 x 9L cases

ANNUAL AWARDS LUNCH: CELEBRATING EXCELLENCE (Friday, April 23)

This annual lunch features the presentation of the Spirited Industry Professional (SIP) Award, Sommelier of the Year, Wine List Awards, Fetzer Great Beginnings Wine & Appetizer Challenge, and Quady Dessert Competition. Theme Region wines will take centre stage, complemented by a buffet lunch prepared by Blair Rasmussen and the Vancouver Convention Centre culinary team.
2 wines, 6 x 750 ml each

WINE REGION EVENTS

Every winery is expected to participate in their wine region's event (if applicable). These events are either sponsored by the regional trade organization or require a participation fee to cover event costs such as food, entertainment and glassware. In order to keep the events dynamic and fresh, wineries should not submit the same wine as the previous year. The Winery Selection Committee will review each list of wines to ensure the wines adequately demonstrate the excitement of each region.

FLAVOURS OF THE FESTIVAL (Sunday, April 25)

This brunch for 250 people features delectable cuisine created by top chefs from around British Columbia, specially paired with a selection of premium wines from around the world. Recognition includes a digital reproduction of the wine label or logo (tiff or jpeg required) and wine description in the Brunch booklet, as well as acknowledgement at the event. This is a great marketing opportunity for wineries to present higher-end products that are readily available in this marketplace. One sample bottle is required in the fall to assist the chef with the food pairing.

Reception wine: 1 wine, 5 x 9L cases

Lunch wines: 1 wine, 3 x 9L cases

VINTNERS BRUNCH with Wine and Food Pairing Contest (Sunday, April 25)

Vintners Brunch has established itself as one of the Festival's most popular and prestigious events. Vancouver's top local chefs pair dishes with a selection of premium wines for this annual event that attracts 500 patrons. This is a great marketing opportunity for wineries to present higher-end products that are readily available in this marketplace. Recognition includes a digital reproduction of the wine label or logo (tiff or jpeg required) and wine description in the Brunch booklet, as well as acknowledgement at the event. Wineries should present exciting wines that inspire the chefs and that also reflect the \$129 ticket price. One sample bottle is required in the fall to assist the chef with the food pairing.

Reception wine: 1 wine, 7 x 9L cases

Lunch wines: 1 wine, 4 x 9L cases

New Special Event Proposals

SINGLE SUPPLIER EVENTS

Wineries or agencies must cover the costs of special requirements for the event; including but not limited to booklet creation and printing, audio-visual equipment rental and labour and food component as required. The Festival covers costs associated with venue rental, set-up and tear down.

New Special Event ideas can be submitted to suit the following categories:

BOARDROOM TASTINGS

Boardroom Tastings have been designed to capture the interest of wine connoisseurs and collectors. The feature winery principal hosts these intimate tastings which are often vertical tastings stretching back several decades. Featured should be at least one of the following:

- a) the best wines
- b) the rarest wines and/or
- c) the oldest wines

It should also

- a) include a high profile principal in attendance
- b) be attractive to an international media person
- c) be hosted in a donated boardroom or cellar venue; and
- d) command a minimum \$150 ticket price

Tastings will take place Wednesday, April 21 from 3:30 to 5:00 pm and 4:00 to 5:30 pm, Thursday, April 22 and Friday, April 23 from 5:15 to 6:45 pm. With the capacity limited to 30 people, a minimum of 3 bottles of each wine is required.

GRAZING EVENTS

Grazing events can be proposed with winery stations as either stand up or sit down events. Integral to the success of these events is the food and wine-pairing component. Wines selected will reflect a balance of varietals and styles. Principals with wineries participating in the event should be on hand to address questions and present their wines.

TRADE EVENTS

This three-day program, April 21-23, involves over 5,500 trade representatives from leading establishments in the hospitality industry from across Canada and the Western United States. Representatives include owners/buyers, retailers, media, food and beverage managers, sommeliers and servers. In addition to the 2 dedicated International Festival Trade Tastings, opportunities for winery participation include wine seminars (either single or multi-supplier) and lunches.

WINE SEMINARS

Opportunities exist for seven to nine formal seminar tastings. As multi-supplier events, these informative, educational seminars explore current wine industry issues, trends, regions and varieties in a classroom-style setting. Single supplier events highlight a flight or a vertical of premium wines. The seminars may be created to target consumers and/or trade. Wineries will be selected for participation based on quality of wine and the contribution of the proposed winery principal to the panel and discussion. Informed/dynamic wine industry professionals, educators or media moderate these discussions. If possible, the moderator should be part of the event proposal and be involved in wine and panel selection. Participating winery principals will be asked to present their wine and to participate in a panel discussion. Seminar tastings occur Thursday April 22, Friday April 23 and Saturday April 24 outside of Tasting Room hours. The case requirement depends on number of participants, including panellists.

WINERY DINNERS

Only wineries selected in the first round of selections may propose winery dinners.

Winery dinners will take place Monday, April 19, Tuesday April 20 and Sunday April 25, 2010. These multi-course meals feature participating Festival wineries working in partnership with some of Vancouver's top restaurants. Proposals for single winery or single agency dinners are due August 14th, 2009. First round winery selections will be announced in July. Trish Metcalfe, Operations Manager, will be involved in negotiations with restaurants to communicate festival and payment policies and procedures. Participating winery principals are required to attend to present their wines. Complete Winery Dinner policies are available from trishmet@shaw.ca.

All dinners held by participating wineries between April 19 and April 25, 2010 are considered Festival Events and are subject to the Winery Dinner policy and must make the same financial contribution to the Festival as those dinners listed in the Festival brochures.