



2009 Charitable Events Program Guidelines

December 2008

OVERVIEW

Beverage alcohol product based events and festivals offer an excellent opportunity to feature products from our categories in alternate settings from our retail outlets. Direct supplier-to-consumer interaction opportunities are enhanced through tasting and information sessions that are an integral part of such events. Registered charities and non-profit organizations are increasingly seeking to hold such events as fundraisers. This document defines Alcohol NB Liquor's (ANBL) criteria for sponsorship and organizer responsibilities.

ADMINISTRATION & AUTHORITY

The program is administered by the Community Relations Coordinator, located in Head Office, Fredericton.

The Community Relations Coordinator acts as the link between event organisers, agent/suppliers providing samples at the event and the ANBL store where samples are purchased.

The Community Relations Coordinator receives and evaluates proposals submitted by event organiser, measures the event against ANBL's criteria and provides a recommendation to the President and CEO for approval.

The Community Relations Coordinator approves all product requests, establishes maximum quantities to be purchased for pouring and communicates these approvals to program participants.

The Community Relations Coordinator maintains this guideline document.

Charitable organizations that are accepted for a charitable event will not be eligible for ANBL's Donation Box or Passive Solicitation programs during the same fiscal year.

ANBL will only participate in events that are open to all suppliers and representatives.

PARAMETERS

Where possible, charitable events will be geographically disbursed throughout the province.

ANBL reserves the right to limit the number of charity events in which it will participate in any one market per year.

ANBL's ongoing participation will be reviewed after each event to determine economic viability and level of success against expectations.

Should supplier participation be less than required for a viable event, ANBL reserves the right to withdraw from participating.

ALCOOL NB LIQUOR'S PARTICIPATION LEVEL

ANBL actively supports charitable events that have a product education and/or promotional element within a controlled sampling environment.

ANBL will participate in charitable events to varying degrees depending on the nature of the event. Involvement may include:

- 1) Providing in-store displays and shelf talkers
- 2) Displaying posters that promote the event
- 3) Promoting the event on ANBL's web site
- 4) Offering discounts to reps for product being poured at the event
- 5) Providing translation services as required

Criteria for application

Basic guidelines which govern ANBL's sponsorship are as follows:

- Proceeds from the events must be in support of a registered charity.
- The nature of the event must provide for an educational interaction between the reps and the patrons.
- Featured beverage alcohol products are restricted to brands that are readily available from the active corporate portfolio.

EVENT ORGANISERS

No later than six months in advance of the event, organisers must submit written proposals soliciting ANBL's sponsorship. Within the proposal organisers must clearly identify:

- Their understanding and acceptance of the approval criteria and the specific responsibilities
- Their volunteer structure, including Chair and key contact
- Expected promotional outlets (public service announcements, radio, newspaper ads, etc.)
- Anticipated ticket sales/attendees
- Location
- Date/duration of tastings
- Products to be tasted (wine, spirits, coolers, beer)
- Charity of choice
- Anticipated funds to be raised, and how the funds will be dispersed
- Description of the program that will be presented to attendees
- Methodology used to educate consumers (seminars, recipe cards, tasting notes, etc.)

Specific Responsibilities

- Organisers must adhere to deadlines which have been established in conjunction with the Community Relations Coordinator. Alcool NB Liquor reserves the right to withdraw its participation in the event that key deadlines are missed.
- Events taking place on statutory long weekends will not be eligible for support.
- All licensing requirements and costs are the responsibility of the event organisers.
- Reps will not incur any table fees or other costs from the event organizers to participate in the event.
- Event organisers bear the responsibility for ensuring that product sampling is conducted in a controlled and socially responsible manner. Failure to do so will affect future requests for sponsorship.
- Organizers must produce a program that clearly identifies all of the products being featured. The program type and style must be approved by ANBL.

- Organizers must provide proof of liability insurance associated with the event.
- Event organizers must negotiate discounted hotel rates for out-of-town reps attending the event.
- Posters profiling the event must be bilingual if organizers wish to post them in ANBL's corporate stores. If it does not cause undue financial hardship, it is preferred that programs and tickets are bilingual as well.
- ANBL must receive information regarding the event to be posted to our web site within six weeks of the event.
- ANBL must be included in all communiqués to agents/suppliers.
- Organizers are responsible to count record and report on the number of remaining full bottles per brand. Partial bottles are to be dumped.
- Within four weeks of the event, ANBL must be provided with a report that summarizes details such as number of tickets sold, total number of attendees, revenue generated/profit which will be given to the charity, and major concerns or leanings.
- Ensure that those gaining admittance to the event will have a ticket in hand, volunteer, or guest as approved by ANBL. Individuals under the age of 19 and/or their parents/guardians must be notified upon entering the event that they are prohibited from consuming alcohol.
- Organizers to provide two (2) complimentary tickets to all events.
- A Letter of Agreement will be drawn up and signed by both the organizer and the Community Relations Coordinator outlining mutual commitments and timelines.

BEVERAGE ALCOHOL REPRESENTATIVES

Invitations to participate in a charity event are sent by the event organisers to all members of the supplier community who carry the beverage alcohol product line that is being poured. The complete list of potential supplier participants is provided to the event organisers by the Community Relations Coordinator.

Reps who agree to participate in a charity event must conform to the following guidelines:

- Reps agree to abide by the deadlines set by event organisers.
- The brands chosen to be poured must be readily available from the active corporate portfolio and quantities to be poured are subject to approval by the Community Relations Coordinator. Brands other than those on the approved list cannot be poured at the event.
- The products must be purchased from the ANBL store and on the specific date designated by the Community Relations Coordinator.
- Ensure festival organizers have counted full bottles and have removed partial bottles for disposal. Full bottles can be used in one of two ways 1) returned within seven working days to an ANBL store or 2) used towards staff or public tastings at store level within four weeks.
- Depending on ANBL's sponsorship reps may apply for Limited Time Offer pricing of their products in ANBL retail stores and agencies in conjunction with the event. Reps must coordinate the LTO requests through the Merchandising Officer with their regular marketing programs.
- The only acceptable use of product that is purchased at discount for a specific event is for it to be poured as samples to event patrons. Reps will be limited to purchase quantities as determined by the Community Relations Coordinator.
- Reps who commit to participating in an event but then are "no shows" without just cause are subject to loss of privilege for participating in future charitable events sponsored by ANBL.
- Reps who pour product at events must be familiar with the product they are presenting and must be able to answer general questions from event patrons.
- As per the Liquor Licensing Act it is a serious offence to serve liquor to any person under the age of 19 or someone who is visibly intoxicated. Suppliers must adhere to the Check 25 program.
- ANBL will implement a four-week shelf talker program on every brand featured at each event. The four weeks are one week prior, the week of the event and two weeks following the event is selected ANBL corporate stores.

ALCOOL NB LIQUOR STORE MANAGERS

Once ANBL's sponsorship of an event is approved, the District Manager is contacted by the Community Relations Coordinator and is asked to designate a parent store to service the event.

The District Manager informs the store manager that his /her store has been designated as the parent store and full details will be provided by the Community Relations Coordinator. The store manager is contacted by the Community Relations Coordinator and is provided with an overview of the event and ANBL's level of participation.

This includes such information as number of suppliers expected to participate, an estimated number of brands and quantities that will be authorized for suppliers to purchase at discount, whether the store will be required to display posters and/or shelf talkers.

Three weeks in advance of the event, the Community Relations Coordinator will send the store manager a spreadsheet containing specific details on the products to be purchased at discount for the event, the quantities, and by rep. The store manager is responsible for ensuring that the featured products are in stock to fill the demand for discount purchases, displaying shelf talkers and fulfilling increased demand for products with associated limited time offers as applicable.

Store managers are responsible for ensuring that only approved products and quantities are sold to authorized representatives at discount.

The "Charitable Festival" discounts (off base price) will be as follows for tastings and ANBL approved festival events.

Spirits	45%
Wine	40%
Beer	44%
Coolers	50%