

Consumer Promotion – All Networks | Sept 12, 2020

Lotto 6/49 SuperDraw – Sept 12th SuperDraw



What Can Players Win?:

On Sept 12th, 2020, players will have the chance to win the main jackpot plus **10 GUARANTEED \$25,000** prizes in addition to the usual **\$1 Million GUARANTEED Prize** that is included with every draw.

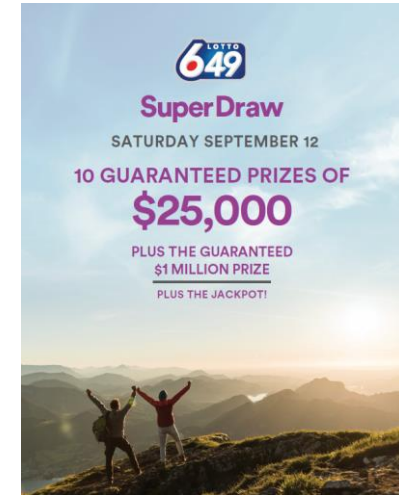
Promotion Details:

- After the Lotto 6/49 main jackpot draw there will be 11 additional GUARANTEED Prize Draws (10 x \$25,000 and 1 x \$1 Million GUARANTEED Prizes).
- Players must match the GUARANTEED Prize Draw numbers exactly to win.
- This is a national promotion and is available where all Lotto 6/49 tickets are sold.

Sales Tips:

- On average during SuperDraws, BCLC achieves a +20% sales lift compared to regular draws.
- Lotto 6/49 has created **99* new Millionaires in BC** since the GUARANTEED \$1 Million Prize was introduced in 2013.

**Prize claims from Sept 18, 2013 to July 21, 2020*



Marketing Support: Aug 24 – Sept 12, 2020

- National TV & Digital Advertising
- Regional TV, Digital & Radio Advertising
- Social Media
- Digital Signage Network
- Digital Out-of-Home
- Player Display Unit
- 8 ½ x 11 Lottery Table Poster C*
- PlayNow.com & bclc.com
- PlayNow eNewsletter
- “On Now” Top-of-Ticket Messaging
- Live Ticket Messaging

**Poster C at select locations as of August 31, 2020*

The Retailer Information Sheet is also available on bclcretailerhub.com.

For more information, please contact your BCLC Territory Manager or Lottery Support Hotline at 1-800-667-1649.

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Questions & Answers:

HOW DOES THE GUARANTEED PRIZE WORK?

On a Lotto 6/49 ticket, there is a section called "GUARANTEED Prize" followed by a 10 digit number (an 8-digit number, followed by a 2-digit number) (i.e. 12345678-01). The GUARANTEED \$1 Million Prize is drawn separately from the main Lotto 6/49 draw. On Saturday Sept 12th, the Lotto 6/49 SuperDraw will be offering 10 GUARANTEED \$25,000 prizes in addition to the usual GUARANTEED \$1 Million Prize (included with every draw) and main jackpot.

IF A PLAYER ONLY BUYS ONE LOTTO 6/49 TICKET, ARE THEY ELIGIBLE FOR ALL 11 GUARANTEED PRIZE DRAWS?

Each individual Lotto 6/49 ticket purchased for the September 12, 2020 draw automatically qualifies a player into all 10 GUARANTEED \$25,000 prizes and the GUARANTEED \$1 Million Prize in addition to the main jackpot draw.

WILL PLAYERS HAVE TO PAY MORE FOR THEIR LOTTO 6/49 TICKET?

Even with the addition of 10 GUARANTEED \$25,000 prizes, the cost of an individual Lotto 6/49 selection remains \$3. This is just a special promotion, which means the player has more chances to win a GUARANTEED prize!

WHAT ARE THE ODDS OF WINNING THE GUARANTEED PRIZE?

The odds for winning any one of the GUARANTEED prizes depend on the total number of selections sold across Canada. For example, if 5 million Lotto 6/49 selections are sold, there will be 5 million entries for the GUARANTEED prize draws, which means the odds of winning any one of the GUARANTEED prizes would be 1 in 5 million.