

Consumer Promotion – All Networks | July, 2021

# Lotto 6/49 SuperDraw – Super Saturdays

Promotion Dates: July 3 – July 31, 2021



## What Can Players Win?:

Every Saturday in July (3<sup>rd</sup>, 10<sup>th</sup>, 17<sup>th</sup>, 24<sup>th</sup> and 31<sup>st</sup>), players will have the chance to win the main jackpot plus **20 GUARANTEED \$10,000 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 21 additional GUARANTEED Prize Draws (20 x \$10,000 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:

- BCLC typically sees a +6% sales lift from Super Saturday SuperDraws.
- The March 27<sup>th</sup> SuperDraw had a 37% sales lift and the May 8<sup>th</sup> SuperDraw had a 19% sales lift.



## Marketing Support:

### June 21 – July 31, 2021

- Poster C\*: 8 ½ x 11
- Regional Digital Display Advertising
- Social Media
- Digital Out-of-Home
- Digital Signage Network\*\*
- Player Display Unit
- PlayNow.com & bclc.com
- PlayNow eNewsletter
- “On Now” Top-of-Ticket Messaging
- Bottom of Ticket Messaging

\*Poster C in-market at select locations as of June 21, 2021

\*\*Available at select retail locations

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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, July 3<sup>rd</sup>, 10<sup>th</sup>, 17<sup>th</sup>, 24<sup>th</sup> and 31<sup>st</sup>, the Lotto 6/49 SuperDraw will be offering 20 GUARANTEED \$10,000 prizes each draw 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 21 GUARANTEED PRIZE DRAWS?

Each individual Lotto 6/49 ticket purchased for the Saturday draws in July automatically qualifies a player into all 20 GUARANTEED \$10,000 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 20 GUARANTEED \$10,000 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.

### WHEN IS THE FIRST DAY OF SALES FOR THE JULY SUPER DRAW?

The first day of sales is Wednesday July 1<sup>st</sup>, 2021 after draw break (7:30pm PT).