

Hospitality Network | February 16 to April 5, 2021

Keno Doubler Promotion



Keno Doubler is back!

The player-favourite promotion returns in February 2021 for a limited time in all networks.

How it works:

- For a limited time only, every Keno, Keno Bonus and Keno Pattern Play ticket purchased at any location where Keno is sold, will be randomly selected and eligible for double the prize winnings.
- If a player finds “**\$\$ KENO DOUBLER \$\$ ANY PRIZES WON ON THIS TICKET WILL BE DOUBLED. GOOD LUCK!**” on the top of their Keno, Keno Bonus or Keno Pattern Play ticket, they will win double their prize money (if there is a win) up to a maximum of \$4,000,000!
- Tickets must be valid winners to be eligible for double winnings. A Keno Doubler message in its self does not denote a win.

Cancellation Conditions:

- During the Doubler promotion, validly issued Keno tickets cannot be cancelled. The only exception is if the retailer has printed the ticket in error or where a player is unable to make payment.

Sales Tips:

- Keno Doubler is the highest performing promotion annually. The 2020 promotion returned nearly \$1 Million in Doubler prizing back to players despite the pandemic closures the last two weeks of the promotion.



Key Dates

Promotional Period

February 16 to April 5, 2021

Marketing Support

Point of Sale (POS) will be sent to support this promotion

- SST Topper and Decal
- Tent Cards* (*May be pulled due to COVID)
- Public Display Unit (PDU) Screens
- Live Ticket Messaging
- Posters (17x22, LED & Lightbox at select accounts only)

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Rules and Guidelines

- Any tickets purchased prior to February 16, 2021 will not be eligible for the Doubler prize.
- Tickets purchased on the last day of the Doubler promotion (April 5, 2021) with a draw that extends into the following sales day will be eligible for the Doubler and may have Doubler winnings for draws that occur the following day.
- If a player has a Doubler ticket and would like to replay, another Doubler message is not guaranteed.
- If a player purchases an advance buy and has a Keno Doubler, the Doubler applies to all tickets purchased in the advance buy.
- Keno Doubler will not apply to any Keno, Keno Bonus or Keno Pattern Play tickets purchased on PlayNow.

Validations and Payout

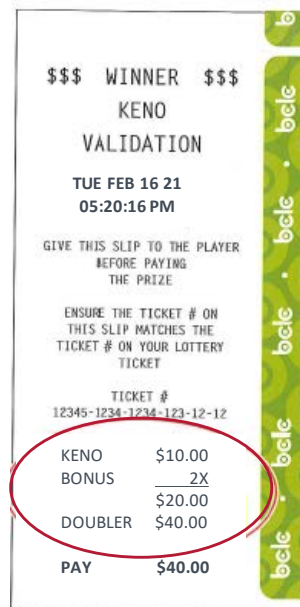
- Retailers are required to payout any Keno Doubler prizes up to a maximum \$200.
- Winning tickets will give the breakdown of the winnings from the Doubler and Keno on the validation slip.

Example of a Keno Doubler Validation Slip

A player has won \$10 from Keno, had 2x the Bonus for a total of \$20.

The player also has a “DOUBLER” prize which doubles the total prize winnings making the total prize paid out the player \$40.

- On the validation slip if the ticket is not a winner, a Doubler message will not be indicated.
- Keno prizes greater than \$1,000 may be claimed no sooner than the day after the draw.
- The Player Display Unit will only display the total winnings.
- The Check a Ticket Terminal will only display the total dollar amount of the win “It’s a WINNER! \$40.00”.



Questions & Answers

- **How much can a player win with Keno Doubler?**
A player can win double their Keno prize up to a maximum of \$4,000,000 with 10 out of 10 picks plus 10x the Bonus plus the Doubler.
- **When and where will Keno Doubler be available?**
Keno Doubler will be available at any lottery retail location where Keno is sold from February 16 to April 5, 2021 only.
- **How much does it cost to play?**
There is no additional cost to play.
- **How often does the Keno Doubler message appear?**
The Doubler message is randomly distributed among all Keno tickets sold in the province. This ensures the Doubler messages are randomly and fairly distributed to all players, and no advantage can be gained by bulk purchases.
- **If a player has a Keno Doubler and they select a “replay” option, will the Keno Doubler message appear on the replayed ticket?**
The Keno Doubler prize is a random prize message and is not guaranteed on a replay.
- **If the Keno Doubler message does not appear on the ticket, can the ticket be cancelled?**
No, during the Keno Doubler promotion, players cannot cancel validly issued tickets. This is specified in the game conditions posted on BCLC.COM.