

Retail Network Plan-o-gram
 April 6 to May 30, 2021



\$10 5X FORTUNE CAMPAIGN

INSTRUCTIONS: Please remove all existing POS elements (unless otherwise indicated on this plan-o-gram) and replace with the following items indicated below

New:

Poster A: 8.5" x 11"



New:

Poster B: 8.5" x 11"



The main POS plan-o-gram consists of the following elements:

- Top Header:** A blue banner with the Lotto logo.
- Posters:** Two posters (A and B) are placed on either side of the central menu board. Both feature the '5x Fortune' lottery game with a \$500,000 prize.
- Central Menu Board:** A blue board with a white grid of game logos and names.

649	R49	Lotto MAX	Daily GRAND	SPORTSACTION	Keno
649	R49	Lotto MAX	SPORTSACTION	SPORTSACTION	Keno
649	R49	Lotto MAX	SPORTSACTION	SPORTSACTION	GameSense
Combo	Combo	Combo	Toto	Props	
- Right Side Text:** A white box containing the text 'Most Recent Winning #'s' and a blank space for the numbers.
- Bottom Panel:** A green and white panel with the text 'Visit bclc.com' and a list of features: 'jackpots', 'winning numbers', and 'winner stories', followed by 'and more!' and the bclc logo.



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New Poster

17 x 22



New Hanging Jackpot Sign (Lotto 649)



New Bubble Case Banner



New Scratch & Win Display Case Strip

