

Consumer Promotion – Retail Network

\$5 Set For Life

In-store Focus Dates: May 31 – July 4, 2021



Tell your players:

There are still a lot of big prizes to be won for Set for Life. For an up-to-date list of remaining prizes, visit: www.bclc.com/scratch-and-win/unclaimed-prizes.html

Special Features:

- Exclusive in **B.C.** only!
- Unique pricing: top prizes of **12 x \$1,000 a week for 25 years!**
- Loaded with Free tickets.
- Approximate Odds of winning: 1 in 3.75

Retail POS Focus:

May 31 – July 4, 2021

Point of Sale support:

Posters (2), display case strip & bubble case banner

Did you know?

Take advantage of point-of-sale marketing support: when Set for Life is supported with retail focus, it can experience up to a **25%** sales lift over that time period!

