

BC 50/50 Awareness Campaign

July 4th – September 11th, 2022



What is it?

BC 50/50 is easy and fun to play. Let's promote and educate players on the simplicity of the game, where there is a guaranteed winner every day.



When is it?

July 4th – September 11th, 2022



Key Highlights:

1. This raffle game is easy to play with a guaranteed winner every draw.
2. There are 4 chances to win every day at 1pm, 3pm, 6pm and 9pm. One ticket is valid for one draw only.
3. The jackpot and odds are different every draw, depends on how many people are playing and the size of the prize pool. Winner takes half prize pool.
4. BC 50/50 is only available in BC across retail and hospitality networks, excluding Lotto Express.



Contact your Territory Manager or Lottery Hotline: **1-800-667-1649**



BC 50/50 Awareness Campaign

July 4th – September 11th, 2022



Sales Tips:

Educate players on the simplicity of the game and inform players:

- there is a guaranteed winner every draw
- BC 50/50 is fun and easy for players to take part, it is only \$1 to play.
- they can save when purchasing 6 picks for \$5 or 15 picks for \$10.
- they can choose up to 15 picks per ticket and play up to 10 consecutive draws.



How Will Players Know?

Marketing support during the campaign includes:

- Blue Table Poster A/B
- Blue Table Large
- SST Decals and Toppers
- Lightbox Posters
- Social Media
- In-Store Digital Screens* and PDU
- BCLC web channels

** Available at select retail locations*



Contact your Territory Manager or Lottery Hotline: **1-800-667-1649**

