

Scratch & Win Holiday Campaign

November 7, 2022 – January 2, 2023



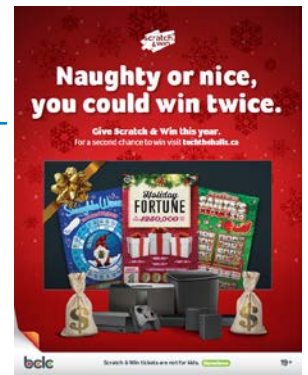
INSTRUCTIONS: Please remove all existing POS elements (unless otherwise indicated on this plan-o-gram) and replace with the following items indicated below.

Please recycle all paper POS materials and dispose of Sidewalk Sign and Topper.

New:
Poster A: 8.5" x 11"



New:
Poster B: 8.5" x 11"



The main POS layout consists of the following elements:

- Top Sign:** A blue sign with the "lotto!" logo.
- Posters:** Two 8.5" x 11" posters (A and B) are placed on either side of the central menu board.
- Central Menu Board:** A blue board with a grid of game logos and a "Most Recent Winning #s" section.

6/49	R49	lotto MAX	Daily GRAND	SPORTS ACTION	Keno
6/49	R49	lotto MAX	SPORTS ACTION	SPORTS ACTION	Keno
6/49	R49	lotto MAX	Over/Under	PointSpread	Pattern Play
6/49	R49	lotto MAX	Combo	Toto	Props
6/49	R49	lotto MAX	Combo	Toto	Props
6/49	R49	lotto MAX	Combo	Toto	Props
- Bottom Sign:** A green sign with the text "Visit bclc.com" and a list of benefits: "jackpots", "winning numbers", "winner stories", and "and more!".



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



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

Please recycle all paper POS materials.

New:

Poster: 17" x 22"
(select locations only)



New:

8.5 x 11 Counter Cards
(select locations only)



New:

Bubble Case Strip (RSG only)



New:

Scratch & Win Display Case Strip



Keep Existing:

Hurricane Sign Topper



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