

# BC 50/50 Awareness Campaign

January 3 – February 19, 2023



## What is it?

BC 50/50 is the Hospitality Network Focus for 7 weeks. Let's promote the game while educating players on its simplicity.



## When is it?

January 3 – February 19, 2023



## 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.
3. The jackpot and odds are different for each draw, depending on how many people are playing and the size of the prize pool. The winner takes half the prize pool.
4. Picks are \$1 each with savings when players purchase more.
5. 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**



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## Sales Tips:

Educate on the simplicity of the game and inform players:

- There is a guaranteed winner every draw, with 4 draws daily.
- BC 50/50 is fun, easy, and only \$1 to play.
- Players can save when purchasing 6 picks for \$5 or 15 picks for \$10.
- Players can choose up to 15 picks and play up to 10 consecutive draws.



## How Will Players Know?

Marketing support during the campaign includes:

- SST Decals and Toppers
- Lightbox Posters
- Social Media
- In-Store Digital Screens\* and PDU
- BCLC web channels

*\* Available at select retail locations*



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