BC 50/50 Awareness Campaign

January 2 – February 19, 2024





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 2 - February 19, 2024



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.



lotto! Retailer Hub

BC 50/50 Awareness Campaign

January 2 – February 19, 2024





Sales Tips:

Educate on the simplicity of the game and inform players:

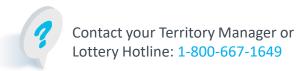
- There is a guaranteed winner every draw, with 4 draws daily.
- BC 50/50 is fun, easy, and only \$1 to play.
- Players can save when purchasing 6 picks for \$5 or 15 picks for \$10.
- Players can choose up to 15 picks and play up to 10 consecutive draws.



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