

Lotto 6/49 Awareness Campaign

August 7 – October 1, 2023



What is it?

As part of the Lotto 6/49 Game Enhancement, Lotto 6/49 is the Retail and Hospitality Network Focus for 8 weeks.

Poster 17 x 22"



When is it?

August 7 – October 1, 2023



Key Highlights:

1. Lotto 6/49 has **two multi-million dollar jackpots** every draw.
2. Lotto 6/49 will make **100+ Canadians millionaires** every year!
3. The Gold Ball Jackpot starts at \$10 million and can grow to over \$60 million.
4. If the Gold Ball is not drawn, there will be a **GUARANTEED \$1 Million** winner.



Contact your Territory Manager or Lottery Hotline: [1-800-667-1649](tel:1-800-667-1649)



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Sales Tips:

1. Lotto 6/49 has **two big jackpots** on the same \$3 ticket.
2. The overall odds of winning any prize in the Classic Lotto 6/49 draw is **1 in 6.6**.
3. Add the Extra or BC/49 for \$1.
4. One \$3 Lotto 6/49 ticket gives the player a chance at the Classic Jackpot, the Gold Ball Jackpot, or the **GUARANTEED \$1 Million** prize.



How Will Players Know?

Marketing support includes:

- Poster A & B
- In-Store Digital Screens* and PDU
- Hurricane Sign Toppers
- SST Decals and Toppers **
- Lightbox Posters **
- Social Media
- Paid Media & TV
- Email/CRM
- BCLC web channels

**Available at select retail locations*

***Hospitality Network only*



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