

# PROLINE Sports

## Retail Sports Transformation



This Marketing Campaign will support Retailers by introducing the PROLINE brand to customers and helping educate them on all the new features they can look forward to when PROLINE is ready to play later this summer. More detailed information on the Retailer's process will be available closer to the official PROLINE launch date.



### What is it?

#### PROLINE Education: **July 15th - August 26th**

After Sports Action officially retired May 26th, we are introducing our new and improved Retail Sportsbook brand, PROLINE, to help our legacy Sports Action players get familiar and ready for the new product coming later this summer:

- A new PROLINE Hub will be live at [BCLC.com/PROLINE](https://BCLC.com/PROLINE) to answer player FAQs and highlight improvements over Sports Action - including single-event betting, improved odds and more markets to bet on.

We are also launching an exciting online contest where customers can enter to win a Vancouver Canucks prize package just for learning more about PROLINE! Eligible participants can scan the decal's QR Code or visit [BCLC.com/PROLINE](https://BCLC.com/PROLINE) for their chance to win:

- **1 of 2** trips for two to a 2024-2025 Vancouver Canucks game including travel, accommodation and two jerseys
- **1 of 20** \$250 Fanatics gift cards



### How will Players know?

- **Retail POS (Arriving July 15):** A PROLINE branded adhesive decal will be provided to replace the Sports Action adhesive decal currently at the Blue Table. Digital screens will also feature PROLINE.
- **Digital Marketing (Live July 15):** [BCLC.com](https://BCLC.com), Social Media



Text or Call **Lottery Retail Support:**  
**1-800-667-1649**



# PROLINE Sports

## Retail Sports Transformation



PROLINE Education: **July 15th - August 26th**

### Instructions:

Please replace the adhesive Sports Action decal at the centre of the Blue Table with the new adhesive PROLINE decal in the same spot. If the Sports Action decal has already been removed, please place the PROLINE decal in the spot indicated below.

**Please recycle all paper POS materials responsibly**



### Add new decal:

Blue Table Decal: 3.5" x 5"



Text or Call Lottery Retail Support:  
**1-800-667-1649**

