

# PROLINE Sports

## Retail Sports Transformation



This Marketing Campaign will support Retailers by driving awareness and player engagement with the new retail sportsbook, PROLINE. PROLINE is the new and improved replacement for Sports Action on the Self-Serve Terminals (SST). More detailed information on the Retailer's process will be available in other Retail Information Sheets.



### What is it?

#### PROLINE Launch on Self-Serve Terminals (SSTs)

PROLINE is BCLC's new and improved retail (in-person) sportsbook, replacing Sports Action with an improved screen interface and newly enhanced featured:

- Now offering single-event betting, improved odds, and more markets to bet on. TOTO is still available, and live betting will be available at launch.
- Patrons can avoid wait-times at the SST by pre-building their bet slips on the BCLC PROLINE app and scanning their QR Code at the SST. No account is required to use the BCLC PROLINE app.



### How will players know?

- **PROLINE Print Materials - receiving begins January 17th:** Please consult the Plan-O-Gram for more details. These pieces support player awareness of PROLINE and how-to-play guidance.
- **BC-Wide Marketing Campaign (Jan 20 – March 31):** Radio, out-of-home billboards, online video ads, paid social media ads, digital screens in-store, BCLC social media, website and e-mail marketing database.

PROLINE Launch POS kit arrives **January 17, 2025**.

Please follow the Plan-O-Gram in this kit to replace all existing POS elements. Retailer Training Retailer Information Sheets are available on the Retailer Hub.



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



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## Questions and Answers

### Does a Player need to download the BCLC PROLINE App to place a bet on the SST?

No. While we are encouraging players at launch to download the BCLC PROLINE app on their phone to build their bets before visiting the SST, they can also build their bets directly on the SST itself, or use a mobile browser on their smartphone to visit the sportsbook ([proline.bclc.com](http://proline.bclc.com)) and build their bets without downloading an app.

To limit congestion at the machine, BCLC Marketing Materials will encourage patrons to download the BCLC PROLINE app, build their bet slips, create a QR Code, and then visit the SST to scan their QR Code and finish placing their bet.

Please be advised that other WIFI-enabled electronic devices, such as iPads, will not fit in the QR Code scanner slot on the SST – so it is not advisable for players to build their bets on those devices.

### Do Players need to create an account to play PROLINE?

No, no login or personal information is required to bet with PROLINE, whether directly on the SST or by first downloading the app to build their bet slip.

### Will Live Betting be available?

Live betting will be available at launch on the SSTs, and can be found under the "Live Events" tab.

### How can I address a Player's question if I don't know the answer?

The PROLINE hub has a robust FAQ section, available for customers to review at [bclc.com/PROLINE](http://bclc.com/PROLINE).



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