

# Free VANCITY Original x Lotto Socks with a \$40 purchase

Promo Dates: August 29, 2025 until quantities last



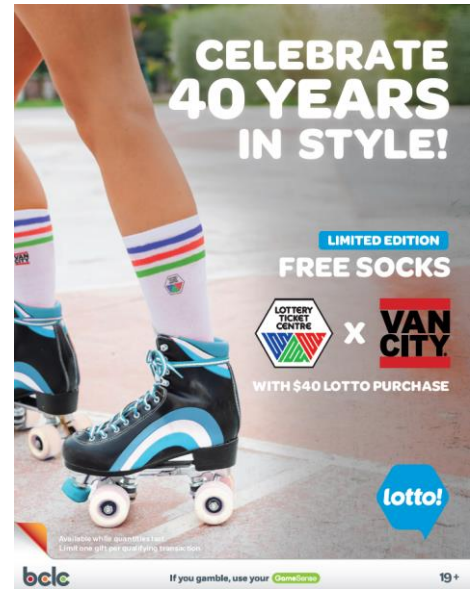
## What is it?

To celebrate BCLC's 40<sup>th</sup> anniversary, **when players spend \$40 on any lottery products, they will receive a Free Limited Edition VANCITY Original® x LOTTO Pair of Socks**



## Channel

**RSG:** Promotion available only at RSGs in the Lower Mainland area (124 locations).



## Important Dates

**Promo Dates:** August 29 (until quantities last)

**Receive Lotto Socks & POS materials:** week of August 25



## How It Works

- To participate, players must make a purchase of \$40 on any lotto products to receive a Free pair of Limited Edition VANCITY Original® x LOTTO socks as a Gift with Purchase
- Promotion will be valid while supplies last
- Each RSG store will receive one shipment of socks with no replenishment of inventory

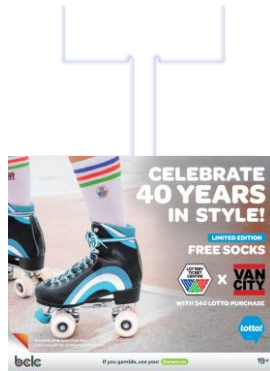
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Please install assets on **August 29, 2025** as per the instructions below. Promotional assets will be shipped directly to the store for store staff to install. POS to arrive the week of August 25.

## 1 Wobbler

Install Wobbler in a visible space near pinpad



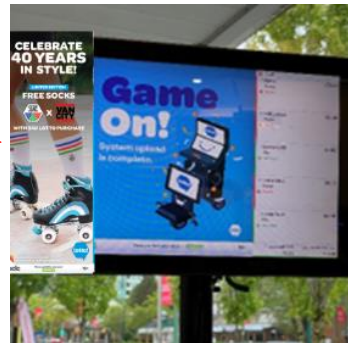
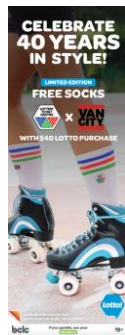
## 2 Tent Card

Install Tent Card in a visible space near Lottery Terminal



## 3 Player Display Blade

Install Screen Sign on the side of the Player Display



## 4 Tabletop Display

Install Tabletop display in a visible area near pinpad. Install hanger on Tabletop Display and hang one pair of socks on the hook using the hanger provided.



**Please remove all POS Materials when your store runs out of pair of socks**

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## 5 8.5" x 11" Poster

Install 8.5" x 11" Poster in a poster holder and place next to the till



## 6 17" x 22" Poster

Install 17" x 22" Poster in the slatwall or façade poster holder (if applicable)



**Please remove all POS Materials when your store runs out of pair of socks**

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## Q&A

### **Why is this promotion limited to RSG sites in the Lower Mainland?**

VANCITY Original has strong roots and brand recognition in the Lower Mainland, where it was founded and continues to be a well-known part of the local streetwear scene. To make the most of that local connection and ensure the promotion resonates with players, we've chosen to keep it exclusive to this region.

### **How many pair of socks will each RSG receive?**

Allotments are based on annual sales. Sites will receive either **180, 150, 120, or 75 pairs of socks**.

### **What does all Lotto sales include?**

All Lotto sales means just that. All lottery games, Scratch & Win, Proline, Keno, and Web Cash.