

\$100 Elite Ticket – Marketing Campaign

June 1 – July 26, 2026



What is it?

The Elite ticket is our brand new, \$100 Scratch & Win ticket launching this year. This exciting ticket offers players top prizes of \$10 Million – which is **the biggest Instant prize ever offered in BC** – and \$1 Million! Marketing materials will be supporting this ticket launch in retail.



When is it?

Ticket launches in retail:

- June 1, 2026

Retail Marketing POS support:

- June 1, 2026 – July 26, 2026

How Will Players Know?

- Retail POS marketing items include poster A and B, large poster, display case strip, and bubble case banner.
- Digital screens in retail will also include messaging promoting the \$100 Elite ticket.
- A paid media marketing campaign supporting the launch of the ticket will begin June 15 will run for 8 weeks across BC



Text or call Lottery Retail Support:
1-800-667-1649



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Important Notes:

- The \$100 Elite is a national ticket launching across Canada on June 1, 2026.
- There are 5 x \$10 Million and 5 x \$1 Million top prizes across the country, with over \$200 Million in prizes overall.
- Game play:
 - Games 1-23: scratch & uncover 3 identical symbols within each game to win the corresponding prize.
 - Game 24: match YOUR NUMBERS to one of the five ELITE NUMBERS to win the corresponding prize.
 - Game 25: scratch & uncover three (3) identical symbols to win \$250.



Retailer Tips:

- Follow the \$100 Elite Ticket Planogram to showcase all the marketing materials prominently.
- Tickets will run in market for 2 years, or until all "top prizes" have all been won. Once top prizes have all been won, the ticket will be removed from market.



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