

# The Big Spin – Promotional Mall Activations

Guildford Town Center and Metropolis Metrotown



## What is it?

- We're transforming the **main concourse area** in the mall into an exciting **promotional zone** featuring **The Big Spin**!
- Shoppers can visit the zone to learn about the game and **spin a giant promotional prize wheel** for a chance to win instant rewards.
- The event will drive traffic to surrounding lottery retailers.



## Where & When:

- **Guildford Town Center** : Feb 7-Feb 8 (Full Mall Hours)
- **Metrotown**: Feb 28-Mar 1 (Full Mall Hours)



At the main concourse - where Santa sets up



Contact Lottery Retail Support:  
**1-800-667-1649**



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## What You Need To Know

### Brand Ambassadors

- Brand ambassadors will be stationed at each lottery retailer in the mall during peak times to help drive traffic to the event and support the retailer with product education.
  - They will either be in the retail location or within 2ft of the lease lines and kiosks.
  - They will not be actively pushing and selling, but there to support.

### Spinning the Big Promo Wheel

- Players must present a **purchased \$5 Big Spin ticket** to earn a chance to spin the promo wheel.
- Be sure to stock up on \$5 Big Spin inventory for the event weekend!**
- Promo Wheel Prizes include:
  - Big Spin swag
  - \$20 mall gift cards
  - \$15 Shefield & Sons gift certificates
  - Quick Pick Lottery Vouchers for Lotto Max & 6/49**
  - A chance to win a \$3000 shopping spree to the mall.

### Awareness

- Radio will be on-site at both malls on both days 1-5pm. JackFM at Guildford and Rock101 at Metrotown.



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## Brand Ambassador Uniforms

This is what Brand Ambassadors will be wearing at the activation and at the lottery retail site.

Brand Ambassadors will be in or around your location for about 3-4 hours both days.



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## Lottery Retailers in the Mall – Your Role

### 1. Sell \$5 Big Spin Tickets

- Player takes the ticket to the Big Spin Promo Zone for a chance to spin the promo wheel
- ✓ **Be prepared** – ensure sufficient Big Spin tickets and a full S&W inventory in stock for the promo weekend and thereafter



### 2. Give away a Big Spin Scratcher with Purchase

- While quantities last
- Scratchers & POS will be delivered the day before or the morning of the event.



### 3. Redeem Quick Pick Lotto Vouchers

- If a player wins a 6/49 or Lotto Max Quick Pick Lotto Voucher on the promo wheel, they may come to your location to get it redeemed.



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## How to Redeem Quick Pick Lotto Vouchers



## IMPORTANT

- Follow the 'How to Redeem' instructions found on the back of the voucher
- After redeeming the voucher – KEEP the used voucher – do not return it to the player
- Discard used vouchers after the Big Spin promo weekend

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### 1. How can I prepare for the promotional event in my mall?

- **Note the Event Date:** Record the date of the event at your mall (Guildford Town Center: February 7 & 8; Metrotown: February 28 & March 1)
- **Stock Up:** Ensure you have enough \$5 Big Spin tickets to support the weekend-long event.
- **Order Early:** Work with your Inside Sales Representative to place orders in advance and ensure delivery before the event.
- **Expect Increased Demand:** Sales of all Scratch & Win tickets are likely to rise during the event.
- **Inform Your Team:** Make sure your staff is familiar with the \$5 Big Spin ticket and the event details, including the presence of a Brand Ambassador who will be stationed in or near your store.

### 2. When will the Big Spin scratchers and countertop standee be delivered?

A BCLC representative will deliver them to your store on the Friday immediately before the event or on Saturday morning.

### 3. Can Lottery Retailers visit the Big Spin event and spin the promo wheel?

Retailers must follow the **No Play at Work** policy, which means they cannot purchase lottery tickets, including Scratch & Win, from their own location. However, there is no restriction preventing Lottery Retailers from participating in the promo wheel at the event.

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### 4. Why are Shefield & Sons gift certificates a prize on the promotional prize wheel?

BCLC has partnered with Shefield & Sons stores in Guildford and Metrotown to enhance the Big Spin activations. This collaboration includes wrapping their locations in Big Spin branding and offering gift certificates as part of the prize pool.

### 5. What is the purpose of the Brand Ambassadors at each of the lottery stores?

The Brand Ambassador role is to assist by answering players' questions about the Big Spin event and the Big Spin Scratch & Win ticket, so retailers can focus on serving customers. Brand Ambassadors will help create excitement, hype up the game, and engage players, making the experience fun and memorable for everyone.



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