

Retailer Incentive - Lotto 6/49 Gold Ball

September 11 – 24, 2022

Overall chance to win 1 of 46 prizes!



Top Prizes

Achieve highest Lotto 6/49 Sales by *Dollar Growth in your tier* to win!

Achieve highest Lotto 6/49 Sales by *Percentage Growth in your tier* to win!



Secondary Draw Prizes

Didn't achieve highest sales but still hit your Sales Target? You have the Chance to Win a Secondary Prize!

40* ballots per tier will be randomly selected to win ->



Eligible Retailers receive:

- one (1) ballot for hitting Sales Target;
- one (1) additional ballot for every \$100 over Sales Target for the Dollar Growth category
- one (1) additional ballot for every 5% over Sales Target for the Percentage Growth category.

*20 prizes for Dollar Growth category; 20 prizes for Percentage Growth category will be distributed.



Contact your Territory Manager or Lottery Retail Support (Hotline):
1-800-667-1649



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Questions & Answers

What's the purpose of the Lotto 6/49 Gold Ball Retailer Incentive?

Lotto 6/49 game enhancements start September 11, 2022, and we want to make it fun for everyone to educate, promote and sell Lotto 6/49.

What is the duration of the incentive?

The incentive runs from September 11 to September 24, 2022.

Who is eligible for this incentive?

Independent Retailer Accounts including Liquor Retail Accounts in the Hospitality Network (IRA) who sell BCLC lottery tickets, sold BCLC lottery tickets throughout the Sales Period, (January 1, 2021 – May 21, 2022) and have been in good standing and remains in good standing throughout the Incentive Period (September 11 – 24, 2022).

How is the Sales Target Calculated?

Sales Target means the two-week daily average of Lotto 6/49 sales during Sales Period (January 1, 2021 – May 21, 2022), which is calculated as follows: (Total dollar value of Lotto 6/49 sales in Sales Period / # of days in Sales Period) x 14 days = two-week daily average of Lotto 6/49 sales during Sales Period.

Sales Targets will be provided to Eligible Retailers prior to the Incentive Period.

How are Top Prize results calculated?

Top prizes for highest Lotto 6/49 Sales by Dollar Growth and Percentage Growth are calculated by comparing the Lotto 6/49 sales between the Incentive Period and the Sales Target.

How many tiers are there and how are they determined.

IRA Retailers will be placed into 5 tiers based on Lotto 6/49 sales achieved during the Incentive Period (September 11 – 24, 2022)

Tiers	Sales range within each Tier
Tier 1	\$150.01 and above
Tier 2	\$100.01 – \$150.00 average daily sales
Tier 3	\$70.01 – \$100.00 average daily sales
Tier 4	\$45.01 – \$70.00 average daily sales
Tier 5	\$10.00 – \$45.00 average daily sales



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How many prizes are available to be won?

The Lotto 6/49 Gold Ball Retailer Incentive offers a total of **thirty (30) Top Prizes** and two hundred (**200**) **Secondary Draw Prizes** to be won. Eligible retailers may only win one prize.

	Eligible Retailer Ranking	Lotto 6/49 Dollar Growth Category	Lotto 6/49 Percentage Growth Category
Tier 1	1st	\$500	\$500
	2nd	\$400	\$400
	3rd	\$300	\$300
Tier 2	1st	\$500	\$500
	2nd	\$400	\$400
	3rd	\$300	\$300
Tier 3	1st	\$500	\$500
	2nd	\$400	\$400
	3rd	\$300	\$300
Tier 4	1st	\$500	\$500
	2nd	\$400	\$400
	3rd	\$300	\$300
Tier 5	1st	\$500	\$500
	2nd	\$400	\$400
	3rd	\$300	\$300

	Lotto 6/49 Dollar Growth Category – # of Secondary Prizes and Value	Lotto 6/49 Percentage Growth Category – # of Secondary Prizes and Value
Tier 1	20 x \$100	20 x \$100
Tier 2	20 x \$100	20 x \$100
Tier 3	20 x \$100	20 x \$100
Tier 4	20 x \$100	20 x \$100
Tier 5	20 x \$100	20 x \$100



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