

Retailer Incentive - Lotto 6/49 Gold Ball

September 11 – 24, 2022

 5 MIN READ, 7 PAGES



Content Summary



- Prizing you can win!
- Q&As
- Channel & Tier Breakdown
- Prize Structure by Channel

SEE NEXT PAGES FOR MORE INFO



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



Retailer Incentive - Lotto 6/49 Gold Ball

September 11 – 24, 2022



Top Prizes

Achieve highest Lotto 6/49
Sales by *Dollar Growth*

Achieve highest Lotto 6/49
Sales by *Percentage Growth*

In your
Channel
and tier!

Top
Prize
\$500

2nd
Place
\$400

3rd
Place
\$300

4th
Place
\$200

5th
Place
\$100

Top
Prize
\$500

2nd
Place
\$400

3rd
Place
\$300

4th
Place
\$200

5th
Place
\$100

\$100

Ballots
randomly
selected by
Channel and tier.



Secondary Draw Prizes

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



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



Retailer Incentive - Lotto 6/49 Gold Ball

September 11 – 24, 2022



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?

Key Account Group Retailers (KAG) including Convenience & Gas, Drug and Grocery 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.



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



Retailer Incentive - Lotto 6/49 Gold Ball

September 11 – 24, 2022



Questions & Answers

What are the Channels and how many tiers are there?

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

CONVENIENCE & GAS	
Tiers	Tiers
Tier 1	\$185.01 and above average daily sales
Tier 2	\$134.01 – \$185.00 average daily sales
Tier 3	\$102.01 – \$134.00 average daily sales
Tier 4	\$70.00 – \$102.00 average daily sales
Tier 5	\$0 – \$70.00 average daily sales

DRUG	
Tiers	Tiers
Tier 1	\$125.01 and above average daily sales
Tier 2	\$75.01 – \$125.00 average daily sales
Tier 3	\$0 – \$75.00 average daily sales

GROCERY	
Tiers	Tiers
Tier 1	\$99.01 and above average daily sales
Tier 2	\$33.01 – \$99.00 average daily sales
Tier 3	\$0 – \$33.00 average daily sales



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



Retailer Incentive - Lotto 6/49 Gold Ball

September 11 – 24, 2022



Questions & Answers

What is the prize breakdown by Channel?

CONVENIENCE & GAS

TOP 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
	4th	\$200	\$200
	5th	\$100	\$100
Tier 2	1st	\$500	\$500
	2nd	\$400	\$400
	3rd	\$300	\$300
	4th	\$200	\$200
	5th	\$100	\$100
Tier 3	1st	\$500	\$500
	2nd	\$400	\$400
	3rd	\$300	\$300
	4th	\$200	\$200
	5th	\$100	\$100
Tier 4	1st	\$500	\$500
	2nd	\$400	\$400
	3rd	\$300	\$300
	4th	\$200	\$200
	5th	\$100	\$100
Tier 5	1st	\$500	\$500
	2nd	\$400	\$400
	3rd	\$300	\$300
	4th	\$200	\$200
	5th	\$100	\$100



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



Retailer Incentive - Lotto 6/49 Gold Ball

September 11 – 24, 2022



Questions & Answers

What is the prize breakdown by Channel?

CONVENIENCE & GAS

SECONDARY PRIZES

	Lotto 6/49 <u>Dollar</u> Growth Category – # of Secondary Prizes and Value	Lotto 6/49 <u>Percentage</u> 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



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



Retailer Incentive - Lotto 6/49 Gold Ball

September 11 – 24, 2022



Questions & Answers

What is the prize breakdown by Channel?

DRUG

TOP PRIZE

	Eligible Retailer Ranking	Lotto 6/49 <u>Dollar</u> Growth Category	Lotto 6/49 <u>Percentage</u> Growth Category
Tier 1	1st	\$500	\$500
	2nd	\$400	\$400
	3rd	\$300	\$300
	4th	\$200	\$200
	5th	\$100	\$100
Tier 2	1st	\$500	\$500
	2nd	\$400	\$400
	3rd	\$300	\$300
	4th	\$200	\$200
	5th	\$100	\$100
Tier 3	1st	\$500	\$500
	2nd	\$400	\$400
	3rd	\$300	\$300
	4th	\$200	\$200
	5th	\$100	\$100

SECONDARY DRAW PRIZE

	Lotto 6/49 <u>Dollar</u> Growth Category – # of Secondary Prizes and Value	Lotto 6/49 <u>Percentage</u> Growth Category – # of Secondary Prizes and Value
Tier 1	10 x \$100	10 x \$100
Tier 2	10 x \$100	10 x \$100
Tier 3	10 x \$100	10 x \$100



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



Retailer Incentive - Lotto 6/49 Gold Ball

September 11 – 24, 2022



Questions & Answers

What is the prize breakdown by Channel?

GROCERY

TOP PRIZE			
	Eligible Retailer Ranking	Lotto 6/49 <u>Dollar</u> Growth Category	Lotto 6/49 <u>Percentage</u> Growth Category
Tier 1	1st	\$500	\$500
	2nd	\$400	\$400
	3rd	\$300	\$300
	4th	\$200	\$200
	5th	\$100	\$100
Tier 2	1st	\$500	\$500
	2nd	\$400	\$400
	3rd	\$300	\$300
	4th	\$200	\$200
	5th	\$100	\$100
Tier 3	1st	\$500	\$500
	2nd	\$400	\$400
	3rd	\$300	\$300
	4th	\$200	\$200
	5th	\$100	\$100

SECONDARY DRAW PRIZE		
	Lotto 6/49 <u>Dollar</u> Growth Category – # of Secondary Prizes and Value	Lotto 6/49 <u>Percentage</u> Growth Category – # of Secondary Prizes and Value
Tier 1	10 x \$100	10 x \$100
Tier 2	10 x \$100	10 x \$100
Tier 3	10 x \$100	10 x \$100



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

