



# Sales Growth Incentive

Lottery Retailers that achieve a year over year revenue growth of \$25,000 or more will qualify for BCLC’s Sales Growth Incentive.

## Conditions

- Sales from Lottery Terminal, Self-Service Terminal, Lotto Express Terminal, as well as Scratch & Win and Pull Tabs Tickets are all included.

- An eligible Lottery Retailer must:



- Be an active Retailer as of the end date of the incentive period, December 31, 2024; and
- Achieve minimum net lottery sales of **\$125,000** from January 1, 2024 to December 31, 2024; and
- Achieve minimum net lottery sales growth of **\$25,000** or more, in comparison to the previous calendar year and
- Have **12 months** of lottery sales history as of January 1, 2024, as determined by the Location ID

- To be eligible for a Prize, the Lottery Retailer Agreement Signatory must have operated the location for a minimum of **3 months**.

| Prize Tier | \$ Sales Growth Amount (2024 vs 2023) | Lump Sum Incentive Prize* |
|------------|---------------------------------------|---------------------------|
| Tier 1     | \$100,000 and up                      | \$1,250                   |
| Tier 2     | \$75,000 to \$99,999                  | \$1,000                   |
| Tier 3     | \$50,000 to \$74,999                  | \$750                     |
| Tier 4     | \$25,000 to \$49,999                  | \$500                     |

*A location’s baseline sales number is reset every year based on prior year’s results*



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## Incoming Retailers

In change of owner situations, the total sales will be determined based on the Location ID sales for the calendar year, however incentive prize payments will be prorated for the period that the incoming lottery retailer owned the location.

## Exiting Retailers

A lottery retailer in the Retail or Hospitality network exiting the network prior to December 31, 2024 is not eligible for the Sales Growth Incentive.

## Payment Details

Payments will be made by Electronic Funds Transfer (EFT), to the banking institution as specified on your bank authorization form. Please note all prizes awarded through sales incentives should be treated as business income and managed accordingly.

## Consent to Publish

In order to receive an Incentive and/or Sales Bonus payment, Retailers must complete such releases, waivers or indemnities as required by BCLC, at its sole discretion. BCLC reserves the right to publish the name, location and a recent photograph of the Retailer(s) in any medium without liability or remuneration.

## Program Change or Withdrawal Notification

This program is subject to review and may be changed or withdrawn at any time. In the event that BCLC changes, cancels or withdraws the program for any reason during the year, payment of any potential payout will be at BCLC's sole discretion. BCLC reserves the right to disentitle any retailer from participation in this program for any reason at BCLC's sole discretion.