

RSG SALES INCENTIVE – U Prep Rewards

July 17 – August 28, 2025



**Master your sales and rise to the top with the
U-Prep Rewards Sales Incentive!**

Incentive Dates	Thursday, July 17 – Thursday, August 28, 2025	Product	All Lotto Sales
Network	RSG Only	Incentive Target	Min 5% Growth vs. 6-week baseline rolling average

Eligibility and Entry Criteria:

- RSG Retailers will be segmented into 4 tiers based on store sales
- To qualify for the draw, the store must achieve a minimum 5% increase on overall sales vs. the 6-week baseline rolling average (July - August 2022/2023/2024)
- The store will earn 1 ballot for reaching its target (5%) and will earn 1 extra ballot for every additional % point of growth to increase chances of winning (for example, the minimum target is 5% and store achieved 10% growth, then store will earn 6 ballots!)
- Within each tier, three (3) winners will be randomly selected from among the qualifying retailers based on the ballots earned.

Prizing:

Qualify for the chance to win the ultimate back-to-university bundle packed with tools for success!

Draw prizing is per tier:

- **1st Prize:** Work with ease and style with a **MacBook Pro, AirPods 4, and Magic Mouse**. A total value of \$2,370!
- **2nd Prize:** A sleek **iPad with Apple pencil**, perfect for creativity, notes, and everything in between. A total value of \$600!
- **3rd Prize:** A **\$300 gift card** for college supplies, gadgets, and everything you need!



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Q&A

What are the 4 sales tiers?

RSG is comprised of 201 locations - All RSG locations have been grouped into performance tiers based on annual sales, ranked from highest to lowest and divided into four tiers. Here’s how many retailers are in each tier:

Tier	Retailers
Tier 1	50
Tier 2	57
Tier 3	54
Tier 4	40
TOTAL	201

Will sales targets be provided?

Yes, sales targets will be emailed to each store before the incentive starts. Your Territory Manager will also discuss the incentive on their regular scheduled visit.

How is the 6-week baseline rolling average calculated and why is it based on a 6-week baseline rolling average?

Each 6-week baseline rolling average has been calculated using RSG’s All Lotto sales data from periods Jul-Aug 2022, Jul-Aug 2023, and Jul-Aug 2024 since this sales incentive will be implemented in the same quarter of the year. An average was calculated to overcome external circumstances that may have happened in the past. From this data, we calculated daily sales for each period (Jul – Aug of each year) and calculated an average from them. That daily average x the duration of the incentive (42 days or 6 weeks) provides the 6-week baseline rolling average.

What does all Lotto sales include?

All Lotto sales means just that. All lottery games, Scratch & Win, Proline (Sports Action) and Web Cash.

Where is the \$300 gift card for?

The \$300 gift card is for **AwardCo**, giving you the flexibility to choose from a wide range of eGift cards from up to 40 different establishments all together, plus Visa Prepaid card, and the amazon marketplace, from where you can get college supplies, tech gadgets, office essentials, and more— whatever helps you stay prepared and productive!

How will prizing be delivered?

The draw will take place shortly after the incentive ends and the 12 winning stores and corresponding Territory Managers will be communicated on that same week. Prizes will be delivered directly to stores.