



**British Columbia Lottery Corporation (BCLC)**  
**RSG – U Prep Rewards Challenge**  
**Incentive Conditions**  
**July 17, 2025 – August 28, 2025**

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**Purpose:**

- To provide an incentive for RSG retailers for F26 Q2 (the “**Incentive**”).

**Definitions:**

- “**Incentive Period**” means the period from July 17, 2025 at 00:00:00 (midnight) PT to 23:59:59 PT on August 28, 2025.
- “**Eligible Retailer**” means a RSG retailer who:
  - a) sells BCLC lottery products;
  - b) is in good standing with BCLC on July 16 2025, at 23:59:59 PT, and remains so throughout the Incentive Period;
  - c) is registered with the Gaming Policy and Enforcement Branch; and
  - d) has completed the BCLC Retailer certification.
- “**Winner**” means an Eligible Retailer that is selected to receive a prize in this Incentive.

**How to Enter:**

- All RSG Retailers will be segmented into four (4) tiers based on their historical store sales volume, as determined by BCLC.

**Retailer Incentive:** Eligible Retailers that achieve a minimum of 5% growth in total lottery sales during the Incentive Period will receive one (1) entry (the “Entry”) into the prize draws. Eligible Retailers will receive one (1) additional entry for each percentage point of growth, thereafter, rounded to the nearest whole number. Growth is calculated against a baseline average of RSG overall sales from July 17 – August 28, 2022, 2023, and 2024 (i.e. six-week period for each year).

**Retailer Incentive Draw:**

- Within each tier, three (3) winners will be randomly selected from among the qualifying retailers based on the ballots earned.
- There are a total of four (4) tiers of retailers based on their sales volume. A total of twelve (12) prizes will be awarded across all tiers.

**Prizes:**

- Retailer Incentive Prizes: Each of the four (4) tiers will award the following prizes:

1st Place – MacBook Pro, AirPods 4, and Magic Mouse (Value \$2,373)  
2nd Place – iPad and Apple Pencil (Value \$608)  
3rd Place – \$300 AwardCo Gift Card

- An Eligible Retailer can only win one prize. If an Eligible Retailer is selected as a winner in one tier, it will be removed from any subsequent draws to allow other retailers an opportunity to win.
- The odds of winning a prize depend on the number of Entries received.

**Other Conditions:**

- BCLC may at its sole discretion alter, amend, suspend, or cancel this Incentive or amend these conditions at any time.
- BCLC is not responsible for damaged, illegible, incorrect, incomplete, lost, misdirected, or misplaced Entries, or Entries submitted after the end of the Incentive Period.
- By participating in this Incentive, each person consents to the collection, use, access, disclosure and storage of their personal information inside and outside of Canada.
- BCLC reserves the right to disqualify RSG retailers that do not comply with these conditions.
- By participating in this Incentive, Winners grant BCLC the right to publish their name, location and a recent photograph in any medium without liability or remuneration.



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- BCLC reserves the right to substitute a prize or portion thereof with one of equal or greater value. The prize must be accepted as awarded.
- All BCLC decisions are final and binding.
- By participating in this Incentive, each Eligible Retailer and Eligible Site Employee agrees to release and discharge, and agrees to indemnify, save and hold harmless BCLC and its directors, officers, employees, affiliates, agents and representatives (the “Releasees”) from and against any and all actions, claims or demands (including costs incurred by BCLC in defending such actions, claims or demands) which they may now or hereafter have against the Releasees, or any of them, arising directly or indirectly out of, or which are in any way connected to this Incentive.
- Your personal information is collected in accordance with the British Columbia *Freedom of Information and Protection of Privacy Act* and will be collected, used, accessed, disclosed, and stored by BCLC or its service providers inside and outside of Canada for the administration of this Incentive (including verifying you are qualified to participate in this Incentive). If you have any questions about the collection or use of your personal information, please contact Gerardo Gonzalez from BCLC’s Trade Marketing team at [ggonzalez@bclc.com](mailto:ggonzalez@bclc.com).