



# Sales Bonus Program

BCLC's Sales Bonus Program rewards Lottery Retailers for high sales achievement and execution excellence, allowing unlimited opportunities for retailers to receive a sales bonus.



Calculated on half of total bonus earned.

Sales Achievement for Full Calendar Year	Bonus %	Total Potential Bonus \$
Over \$1.5M	2.50%	\$37,500+
\$1.25M to \$1,499,999	2.45%	\$30,625 to \$36,750
\$1.1M to \$1,249,999	2.25%	\$24,750 to \$28,125
\$975K to \$1,099,999	2.05%	\$19,988 to \$22,550
\$725K to \$974,999	1.75%	\$12,688 to \$17,063
\$600K to \$724,999	1.50%	\$9,000 to \$10,875
\$475K to \$599,999	1.25%	\$5,938 to \$7,500
\$375K to \$474,999	1.00%	\$3,750 to \$4,750
\$275K to \$374,999	0.80%	\$2,200 to \$2,999
\$200K to \$274,999	0.65%	\$1,300 to \$1,787
\$125K to \$199,999	0.50%	\$625 to \$1,000
\$0 to \$124,999	0%	Not Eligible



# Execution Excellence

BCLC will reward Lottery Retailers who provide our players with an exceptional player experience. An exceptional player experience is when; Pull Tab Vending Machines (PTVM) are full, when current lottery point-of-sale marketing materials are on display, when the Self-Service Terminal's payment card terminal is safeguarded and when equipment is working.

PULL TABS VENDING MACHINE (PTVM)		
PTVM Full	1 point	PTVM(s) columns more than 50% full.
POINT OF SALE MATERIALS		
POS/Selection Slips Displayed	1 point	Marketing materials/POS and selection slips for all games are available, where applicable, AND the Gamesense leaflet is available.
PAYMENT CARD TERMINAL		
SST Payment Service Procedures Followed	1 point	Demonstrate an understanding of the <u>daily inspection requirements</u> to manage the PIN pad on SST.
LOTTERY EQUIPMENT (includes: Lottery Terminal, Player Display Unit, Ticket Checker, Digital Displays, Keno & Pacific Hold'Em Poker Monitors, Pull Tabs Vending Machine and Self-Service Terminal)		
Working or Service Call Placed	1 point	All equipment is working or if any equipment not working the Site has called Lottery Retail Support, AND all lottery assets are clean and unobstructed.
Total 4 points per survey		

## How it Works

Execution Excellence will account for **10% of half your total bonus earned**.

Over the calendar year, your BCLC Territory Manager will perform Execution Excellence surveys during their regularly scheduled visits. Accounts will receive between 2 to 6 regularly scheduled visits and each visit will be worth 3 points.

At the end of the year, BCLC will review the total of all Execution Excellence surveys to determine the reduction percentage (applied to half your Total Bonus payout), based on the below information:

- 0-3 point deductions = Zero reduction
- 4-5 point deductions = 3% reduction
- 6-7 point deductions = 5% reduction
- 8 or more point deductions = 10% reduction

Maximum reduction for Execution Excellence will be \$1,500. Minimum reduction will be \$50.



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## Incoming Retailers

Whether you have purchased a business which is a current BCLC retailer, or a brand new business and are partnering with BCLC, you must generate the minimum sales performance threshold (\$125,000) of lottery sales within the calendar year (regardless of when your business opens) to be eligible for the Sales Bonus.

## Exiting Retailers

You are eligible to receive Sales Bonus regardless of the date your location stops selling lottery products; however, you must generate the minimum sales performance threshold (\$125,000) of lottery sales within the calendar to be eligible.

Payment to exiting retailers will occur after all instant ticket returns/transfers, and pull tabs ticket returns have been processed, (if applicable). Sales Bonus for eligible exiting retailers is paid approximately one month after lottery sales cease; therefore, it is important to ensure your bank account is still active, as the payment will be electronically deposited into the bank account on file with BCLC.

## 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.

## Program Criteria

To receive a Sales Bonus reward, your location must meet the following criteria:

- A minimum of \$125,000 net lottery sales over the calendar year.
- Your lottery business must be in good standing with BCLC. Suspensions, payment defaults, pending letters of credit or trust deposits may disqualify retailers from receiving a Sales Bonus.
- Sufficient insurance must be maintained as outlined in the Lottery Retailer Agreement (LRA).

## 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.