

RSG SALES INCENTIVE – Instant Elite Rewards

June 22 – August 2, 2026



Sell like a Pro and Win Elite Rewards!

Incentive Dates	Monday, June 22 – Sunday, August 2, 2026	Product	\$100 Elite Scratch & Win ticket
Network	RSG Only	Incentive Target	Incremental 20% of \$50 Extreme sales in same period Last Year

Eligibility and Entry Criteria:

- RSG Retailers will be segmented into 4 tiers based on store sales.
- The target for each retailer will be an incremental 20% of \$50 Extreme sales from June 22 to August 2, 2025 (same period last year).
- Top 5 retailers per Tier with the highest achievement above target (%) will be declared winners and will automatically be awarded a prize based on their placement. No draw will be performed. A total of 20 prizes will be awarded across all Tiers.
- An eligible retailer must achieve at least 100% of their target to be eligible to win one of the prizes below.

Prizing:

Qualify for the chance to win a high-value AwardCo reward package.

Draw prizing is per tier:

- **1st Prize:** A \$1,500 AwardCo gift card!
- **2nd Prize:** A \$1,200 AwardCo gift card.
- **3rd Prize:** A \$900 AwardCo gift card.
- **4th Prize:** A \$600 AwardCo gift card.
- **5th Prize:** A \$300 AwardCo gift card.

Put your prize toward a shopping spree, must-have items, or anything you've had your eye on! It's yours to spend your way.



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Q&A

Here's how many retailers are in each tier?

RSG is comprised of 200 locations - All RSG locations have been grouped into performance tiers based on annual sales, ranked from highest to lowest and divided into four tiers.

Tier	Retailers
Tier 1	49
Tier 2	56
Tier 3	53
Tier 4	42
TOTAL	200

How was the incremental 20% in \$50 Extreme sales calculated?

We took the Net Sales of \$50 Extreme at the same period last year (June 22 – August 2, 2025) and divide it by \$50 to get the numbers of tickets sold in that period. Since \$100 Elite is a new and higher price point, we are forecasting that we will sell 60% of the number of \$50 Extreme tickets sold during that period. When multiplying that number of tickets by the \$100 price point, it provides an incremental 20% in sales vs. \$50 Extreme sales last year.

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.

What is the AwardCo gift card for?

All gift cards are 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. You can use them for groceries, for everything you might need at home, etc.

How will prizing be delivered?

When the incentive ends, the Top 5 RSG retailers with highest Achievement towards target (%) will be identified and the 20 winning stores and corresponding Territory Managers will be communicated on that same week. Prizes will be issued via email to the corresponding winners, with instructions on how to claim it on the AwardCo website.