

RSG Win your \$10,000 Shopping Spree

October 26 to December 6, 2026



What is it?

A Player Contest exclusively for RSG retailers.

Spend \$25 or more on lottery products and enter for a chance to win a \$10,000 Shopping Spree redeemable at Costco, Walmart, Loblaws, Pattison Food Group, and/or Sobeys banners!



Objectives

- Drive incremental sales within the RSG network by asking for a purchase above the average basket size, regardless of jackpot levels.
- Create excitement at retail by offering players an **exclusive opportunity to win a \$10,000 Shopping Spree at participating partner retailers.**
- Increase player engagement and support retailer traffic during the promotional period.



Important Dates & Actions

Action	Date
Receive POS materials	Week of October 19
Display POS materials	October 26
Contest Period	Oct 26 – Dec 6, 2026
Grand Prize Draw	December 15 – BCLC will conduct the draw from all eligible entries submitted on the online form to determine the grand prize winner

RSG Win your \$10,000 Shopping Spree

October 26 to December 6, 2026



How It Works:

Retailer Action:

- When a player **spends \$25 or more**, please hand over the receipt and direct them to scan the QR Code on the POS materials to enter the draw.

How Players Submit Their Entry Online:

- Scan the QR code on the POS materials to access the entry form.
- Complete the required fields (*) on the entry form, including contact information (First Name, Last Name, Phone number and Email Address) and upload a picture of their receipt.
- Tap “Submit” to complete the entry.

Restrictions:

- Eligibility requires unique entries and only one entry will be allowed per day.



The Grand Prize:

- The Grand Prize is a \$10,000 Shopping Spree that can be redeemed fully or partially at Costco, Walmart, Loblaws, Pattison Food Group, and Sobeys banners.
- Grand Prize will be awarded to a player that has made an eligible purchase during the contest period and is selected as the winner of the Draw.
- The odds of winning a prize depends on the number of entries received.



Player Contest Conditions:

- Contest conditions can be viewed on the Retailer Hub **here**.
- Starting October 26, contest conditions and ‘No Purchase Necessary’ form will be available at www.playnow.com/lottery/promotions/retail-lottery-promotions/ on the RSG \$10,000 Shopping Spree Contest section.

RSG Win your \$10,000 Shopping Spree

October 26 to December 6, 2026



Player Journey

1



Players purchase
**\$25 or more on any
lottery products**

2



Player receives receipt from retailer.
**The receipt is required to enter a full
submission into the Draw**

3



Scan the QR code
available on the POS
materials

4

Upload your receipt here. Make sure you are uploading a receipt and clear photo of your receipt. Your receipt is required to participate and to be eligible for the draw.

Upload

Drag files or select to upload

First Name

Last Name

Phone (or digit number with no dashes or spaces)

OR

Email

City

Province

Select a Province

Postal Code

Birth Date

YYYY

☐ I consent to be contacted by SMS for marketing purposes.

☐ I consent to be contacted by email for marketing purposes.

☐ I agree with the [Terms of Use](#) and [Privacy Policy](#)

Submit

**Player enters contact
information and uploads
picture of their receipt. No
login needed**

RSG \$10K Shopping Spree POS materials

October 26 to December 6, 2026

Please install assets on **October 26, 2026** as per the instructions below.
Promotional items will be shipped directly to the store for store staff to install.
POS to arrive the week of October 19.

1 Wobbler

Install Wobbler in a visible space at checkout



2 Tent Card

Install Tent Card in a visible space near the lottery terminal



3 Jackpot Sign Blade

Install it beside the Jackpot Sign(s) available at the store



4 Large Poster

Install 17" x 22" Poster in the slatwall or façade poster holder (if applicable)



5 Easel Back Poster

Install Easel Back Poster next to the till at checkout area



RSG Win your \$10,000 Shopping Spree

October 26 to December 6, 2026

RETAILER INCENTIVE



How to win

Target: 5% growth in **net sales** vs. same period last year (Oct 26 – Dec 6, 2025)

If retailer achieves the assigned target, then they automatically win:

A \$200 AwardCo Gift Card!

Use your prize to gift yourself and your staff with something special.

- No Draws and Tiers will be performed
- Retailer must achieve 100% of their goal to be eligible to win the prize. No exceptions will be made
- Free ticket sales won't count towards the goal achievement

MYSTERY SHOPPER



How to win

Objective: Verify that retailers are knowledgeable of the promotion and they are promoting it during the 6-week period.

Target: Audit 45 RSGs selected randomly

If retailer scores 100% in their audit they automatically win:

A \$50 AwardCo Gift Card!

Use your prize to gift yourself and your staff with something special.

Criteria to be evaluated:

- All POS materials are installed at the RSG site
- Upselling to customers to reach the \$25 threshold
- Knowledge about the program and entry mechanics

RSG Win your \$10,000 Shopping Spree

October 26 to December 6, 2026

Q & A



What does the contest entry form look like?

While players will access the form through the QR code on the POS materials, you can preview here: https://bclc.tbts.me/tb_app/555265709



Which receipt should I give the player for their contest entry?

Players can use the lottery terminal receipt or the debit/credit machine receipt, provided it shows a minimum \$25 purchase made during the contest period.

What marketing support will players see?

- Social Media Awareness campaign + Social Contest: Win 1 of 4 x \$250 Aritzia or Lululemon Online Shopping Spree.
- Local Online Media and Influencer Support
- Promo Tile on Lotto Mobile App (LMA)
- In-store POS materials: Easel Back Poster, Large Poster, Wobbler, Tent Card, Jackpot Sign Blade, and DSN Ad

How will prizing be delivered?

The Draw will happen on December 15, 2026, and the winner, RSG store, and corresponding BCLC Territory Manager will be communicated that same week.

Are there terms and conditions to the prizing?

Conditions to promotion dates, participation methods, and prizing are included in the [Contest Conditions](#).

How does BCLC protect players' personal information?

Players' personal information is collected in accordance with B.C.'s Freedom of Information and Protection of Privacy Act (FOIPPA) to administer lottery prizes. In case players have any questions please redirect them to BCLC Customer Service 1-866-815-0222 or bclc.com.

Can I, as an RSG operator or staff, enter the contest?

No, RSG operator and staff are not permitted to participate in this promotion to maintain integrity of the contest.

When will the Retailer Incentive and Mystery Shopper prizes be paid?

Since the winning retailers will be known after the promotion ends, the prizes for the retailer incentive and mystery shopper audit will be paid approximately 2-3 weeks after the contest ends when both the results of the incentive and the audit are completed and processed.