

Purpose:

- To provide an incentive for RSG retailers for F26 Q4 (the “Incentive”).

Definitions:

- **“All Lotto Sales”** means sales of BCLC lottery products including Draw-Based Games, Scratch & Win, Sports (Proline/Sports Action), and Web Cash processed through the retailer’s terminal during the Incentive Period.
- **“Baseline Sales”** means the average of: (i) the retailer’s total All Lotto Sales for the period March 2–April 13, 2024, and (ii) the retailer’s total All Lotto Sales for the period March 2–April 13, 2025; calculated as the average daily sales for each period multiplied by forty-two (42) days. Baseline Sales are fixed at the start of the Incentive Period and will not be adjusted during the Incentive Period.
- **“Incentive Period”** means the period from March 2, 2026 at 00:00:00 (midnight) PT to 23:59:59 PT on April 13, 2026.
- **“Eligible Retailer”** means an RSG retailer who:
 - a) sells BCLC lottery products;
 - b) is in good standing with BCLC on March 1, 2026, 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.
- **“Tier”** means one of four retailer groupings based on historical sales volume as determined by BCLC in its discretion, set using sales data available as of January 21, 2026, and locked at the start of the Incentive Period.
- **“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 All Lotto Sales during the Incentive Period, as compared to their Baseline Sales, will receive one (1) entry (the “Entry”) into the prize draws. If an Eligible Retailer lacks complete sales history for the Baseline Sales periods or experienced material operational changes, BCLC may establish at its discretion a reasonable alternate Baseline Sales or apply a pro-rated Baseline Sales. Retailers will receive one (1) additional entry for each whole additional percentage point of growth above 5% rounded to the nearest whole number. Growth is calculated against a baseline average of RSG overall sales from March 2 - April 13, 2024, and 2025 (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.
- Twelve (12) prize winners (three per Tier) will be selected by random draw from eligible ballot entries on April 23, 2026 at BCLC’s offices in British Columbia, under the supervision of two (2) BCLC representatives. Draws will be conducted per Tier. If an Eligible Retailer is drawn for more than one prize, only the first draw stands; that Eligible Retailer will be removed from subsequent draws.
- BCLC will attempt to contact selected winners by email and/or phone within five (5) business days of the draw. Selected winners must respond and satisfy eligibility verification within ten (10) business days of BCLC’s first contact, failing which the prize is forfeited and BCLC may conduct a redraw. BCLC may require completion of a declaration and release form by the retailer’s authorized representative.

Prizes:

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

1st Place – A \$2,000 AwardCo Gift Card

2nd Place – A \$1,000 AwardCo Gift Card



**British Columbia Lottery Corporation
(BCLC) RSG – Boost Your Sales
Incentive Conditions
March 2, 2026 – April 13, 2026**

3rd Place – A \$500 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 earned by Eligible Retailers that met or exceeded 5% growth over Baseline Sales.

Other Conditions:

- BCCLC may at its sole discretion alter, amend, suspend, or cancel this Incentive or amend these conditions at any time.
- BCCLC 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.
- BCCLC reserves the right to disqualify RSG retailers that do not comply with these conditions.
- By participating in this Incentive, Winners grant BCCLC the right to publish their name, location and a recent photograph in any medium without liability or remuneration.
- BCCLC 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 BCCLC decisions are final and binding.
- By participating in this Incentive, each Eligible Retailer agrees to release and discharge, and agrees to indemnify, save and hold harmless BCCLC 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 BCCLC 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 BCCLC 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 BCCLC’s Trade Marketing team at ggonzalez@bclc.ca .