

RSG Dyson V16 Player Contest

August 1 to September 13, 2026



What is it?

A Player Contest exclusively for Tier 3 and 4 RSG retailers.

For every \$14 Lotto Max pack purchased, players can enter for a chance to win a Dyson V16!
(The latest model valued at \$1,299!)

Only at participating RSG locations.



Objectives

- Drive sales growth **among participating Tier 3 and 4 RSG retailers.**
- Create excitement at retail by offering players an **exclusive opportunity to win a Dyson V16 Vacuum with the purchase of a \$14 Lotto Max pack.**
- Increase player engagement and support retailer traffic during the promotional period.



Important Dates & Actions

Action	Date
Receive POS materials	Week of July 27
Display POS materials	August 1
Contest Period	Aug 1 – Sept 13, 2026
Grand Prize Draw	September 24 – BCLC will conduct the draw from all eligible entries submitted on the online form to determine the grand prize winner

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How It Works:

Retailer Action:

- When a player purchases a **\$14 Lotto Max pack**, please 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 Wager ID(s) obtained.
- Tap “Submit” to complete the entry.

Restrictions:

- Eligibility requires unique entries: each Wager ID is valid for one entry only.



The Grand Prize:

- The Grand Prize is a Dyson V16 Vacuum valued at \$1,299.
- 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 August 1, contest conditions and ‘No Purchase Necessary’ form will be available at www.playnow.com/lottery/promotions/retail-lottery-promotions/ on the RSG Dyson V16 2nd Chance Contest section.

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Player Journey

1



Players purchase the
\$14 Lotto Max pack

2



The **12-digit wager ID** will serve as the ballot number. (i.e. 100287108561)
Player is required to retain their ticket to confirm eligibility if selected as a winner

3



Scan the QR code
available on the POS
materials

4

**Player enters contact
information and Wager ID(s).**
No login needed

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Please install assets on **August 1, 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 July 27.

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 Easel Back Poster

Install Easel Back Poster next to the till at checkout area



4 Large Poster

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



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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://forms.office.com/r/DBu3DuZ9Lz?origin=lprLink>

How will prizing be delivered?

The Draw will happen on September 24, 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, unfortunately, RSG operator and staff are not allowed to participate in this promotion to maintain integrity of the contest.

RETAILER INCENTIVE

How to win



Top 5 RSG sites that hit 10% Lotto Max net sales growth during promotional period will be entered to win a:

\$500 team celebration!