

RSG SALES INCENTIVE - All Lotto Sales BLITZ!

July 5 – August 8, 2026



Incentive Dates	Sunday, July 5 – Saturday, Aug. 8, 2026	Product	All Lotto Sales
Network	RSG Only	Incentive Target	Min 10% Growth vs. Previous 5 weeks sales

Overview:

Target: Minimum 10% increase on All Lottery sales vs. previous 5 weeks of sales (May 31-July 4, 2026)



Any RSG location that achieves 10% sales growth vs previous 5 weeks wins a \$1,000 AwardCo gift card!

Targets/Prizing:

- Targets will be based on the previous 5 weeks of sales and communicated within the 1st week of the incentive period.
- Prizing to be paid out via AwardCo gift card
- Winning stores can choose rewards from various vendors – all online

bclc
Together we win



The RSG site must achieve min. of 10% sales growth to be eligible for a prize.



Incentive Condition:

- All lottery retailers on the account must be Lotto Certified by August 8, 2026, for the site to be eligible for prizing.

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Q&A

Will sales targets be provided?

Yes, sales targets will be emailed to each store within the 1st week of the incentive. Your Territory Manager will also discuss the incentive on their regular scheduled visit.

How is my target being calculated?

Your target is based on a 10% increase in overall lottery sales compared to your sales during the previous five-week period (May 31 – July 4, 2026). While waiting for your target to be available, you can estimate it by reviewing your overall lottery sales for that period in your General Terminal Report and adding 10%.

What does all Lotto sales include?

All Lotto sales means just that. All lottery games, Scratch & Win, Proline, and Keno.

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, 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?

After the incentive ends on August 8, 2026, stores that achieved their sales target will be identified. An AwardCo redemption email will then be sent to the store's Primary Agreement Manager, who can redeem the reward or share it with staff. BCLC Territory Managers will notify winning stores once results are finalized.

What about the \$100 Elite Incentive that's running until August 2?

Sales of the Scratch & Win \$100 Elite ticket will count toward both the \$100 Elite Incentive and the All Lotto Sales Blitz Incentive.