



Purpose:

- To provide an incentive for the top 250 Independent Retail Accounts to increase percentage of Package Play Ratio (defined below) for lottery ticket sales for Lotto 649, Lotto Max, Daily Grand, BC49 and Extras.

Definitions:

- “**BCLC**” means the British Columbia Lottery Corporation.
- “**Eligible Retailer**” means an IRA who sells BCLC lottery tickets that:
 - (a) ranks in the top 250 based on Calendar Year 2019 sales of Lotto 649, Lotto Max, Daily Grand, BC49 and Extra;
 - (b) has been in business for a minimum period of six (6) months preceding the start of the Incentive Period; and
 - (c) has been in good standing and remains in good standing throughout the Incentive Period;
- “**Incentive Period**” means the period from January 5, 2021 at 00:01:00 PT to February 1, 2021 at 23:59:59 PT.
- “**IRA**” means an Independent Retail Account.
- “**Package Play**” means pre-set quick pick bundles of Lotto 649, Lotto Max, Daily Grand, BC49 and Extras games.
- “**Package Play Ratio**” is the percentage of Package Play of all Lotto 649, Lotto Max, Daily Grand, BC49 and Extras grand total sales.
- “**Package Play Ratio Percentage Growth**” is the percentage growth of the Package Play Ratio during the Incentive Period compared to the Sales Period.
- “**Sales Period**” means the period from July 1, 2020 at 00:01:00 PT to September 30, 2020 at 23:59:59 PT.
- “**Sales Target**” means 1% over their 4-week average weekly sales (Lotto 6/49, BC49 & Extra, Lotto Max & Extra, and Daily Grand & Extra) from July 1 – September 30, 2020.
- “**Secondary Prize**” means a \$100 online gift card redeemable at Amazon, Visa, Apple iTunes Canada, Starbucks, Tim Hortons and more, as listed on the awarded vendor’s site.
- “**Tier**” means the Package Play Ratio Percentage Growth achieved by Eligible Retailers during the Incentive Period, based on the following:
 - Tier 1 – 40% and above
 - Tier 2 – 31.1% - 39.9%
 - Tier 3 – 31% and below
- “**Top Prize**” means online gift cards with a value of either \$400, \$300, or \$200 redeemable at Amazon, Visa, Apple iTunes Canada, Starbucks, Tim Hortons and more, as listed on the awarded vendor’s site.
- “**4-week average weekly sales**” means all sales of Lotto 6/49, BC49 & Extra, Lotto Max & Extra, and Daily Grand & Extra during the Sales Period divided by the number of weeks in that time, then multiplied by 4 to get a 4-week average weekly sales to reduce any major fluctuations on high jackpot rolls.

Eligibility:

Eligible Retailers must achieve their Sales Target to be eligible for a prize.



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Incentive Conditions
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Top Prizes:

- The top three (3) Eligible Retailers in each Tier with either the highest Package Play Ratio or highest Package Play Ratio Percentage Growth respectively, in the Incentive Period as compared to the Sales Period will win one (1) of eighteen (18) Top Prizes as follows:

		Highest Package Play Ratio	Highest Package Play Ratio Percentage Growth
Tier 1	1st	\$400	\$400
	2nd	\$300	\$300
	3rd	\$200	\$200
Tier 2	1st	\$400	\$400
	2nd	\$300	\$300
	3rd	\$200	\$200
Tier 3	1st	\$400	\$400
	2nd	\$300	\$300
	3rd	\$200	\$200

- Eligible Retailers may only win one (1) Top Prize.
- Eligible Retailers who win a Top Prize are not eligible to win a Secondary Prize.
- If an Eligible Retailer qualifies to win both top prizes, that Eligible Retailer will be awarded the highest Package Play Ratio prize and the prize for the highest Package Play Ratio Percentage Growth will be awarded to the next highest ranking Eligible Retailer.

Secondary Prizes:

- There are a total of thirty (30) Secondary Prizes to be won, based on Tier level, as follows:

	Highest Package Play Ratio	Highest Package Play Ratio Percentage Growth
Tier 1	5 Secondary Prizes	5 Secondary Prizes
Tier 2	5 Secondary Prizes	5 Secondary Prizes
Tier 3	5 Secondary Prizes	5 Secondary Prizes

- Retailers will be sent an email containing their Sales Targets prior to the Incentive Period or as soon as is practicable thereafter.
- Eligible Retailers who do not win a Top Prize but who otherwise achieve their Package Play Ratio will receive one (1) ballot to enter into a draw for a chance to win a Secondary Prize.
- Eligible Retailers who do not win a Top Prize but who otherwise have a higher Package Play Ratio will receive one (1) additional ballot for every 0.5% above their Package Play Ratio in the Incentive Period as compared to the Sales Period, to enter into a draw for a chance to win one (1) of four (4) Secondary Prizes.



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- Eligible Retailers who do not win a Top Prize but who otherwise achieve their Package Play Ratio Percentage Growth target will receive one (1) ballot to enter into a draw for a chance to win a Secondary Prize.
- Eligible Retailers who do not win a Top Prize but who otherwise have a higher Package Play Ratio Percentage Growth, will receive one (1) additional ballot for every 2% growth above their Package Play Ratio Percentage Growth in the Incentive Period as compared to the Sales Period, to enter into a draw for a chance to win one (1) of four (4) Secondary Prizes.
- Eligible Retailers may only win one (1) Secondary Prize.

Secondary Prize Draw Details:

- The draws to select the Secondary Prize winners will be made by two (2) BCLC Representatives at the BCLC Office in Vancouver on February 4, 2021, or as soon as practicable thereafter (the “Secondary Prize Draws”).
- Separate Secondary Prize Draws will be conducted for each Tier for both highest Package Play Ratio and highest Package Play Ratio Percentage Growth as described in the table above.

COVID-19 Contingency Plan:

If sales of Lotto 649, Lotto Max, Daily Grand, BC49 and Extras are suspended across participating networks due to COVID-19 or otherwise, at BCLC’s sole discretion, resulting in less than 14-days of sales during the Incentive Period, then BCLC will cancel this incentive. If such suspension results in 14-days or more of sales, results will be calculated based on the number of days this incentive is active.

Other Conditions:

- Top Prizes and Secondary Prizes will be paid to the winning Eligible Retailers by way of digital gift cards, or any other method deemed appropriate by BCLC, and will be distributed by the Eligible Retailer’s respective territory manager on February 8, 2021 or as soon as practicable thereafter.
- Package Play Ratio and Package Play Ratio Percentage Growth will be established by an Eligible Retailer’s location sales during the Sales Period and comparing that to Incentive Period sales.
- BCLC reserves the right to disqualify Eligible Retailers that do not comply with these conditions.
- BCLC may at its sole discretion alter, amend, suspend, or cancel this incentive or amend the draw procedures at any time.
- BCLC makes no representations or warranties whatsoever, expressed or implied, oral or written in respect of the prizes. BCLC shall not be liable to any winner in relation to their prize.
- By participating in this incentive, each Eligible Retailer agrees to save and hold BCLC harmless from and against any and all actions, claims or demands by the Eligible Retailer (including costs incurred by BCLC in defending such actions, claims or demands) brought against BCLC which arise out of or are in any way connected to this incentive or a prize.
- BCLC reserves the right to publish the name, location and a recent photograph of the winning Eligible Retailers in any medium without liability or remuneration.
- All stated dollar amounts are in Canadian funds.
- Decisions of BCLC are final and binding.
- Your personal information is collected in accordance with the *Freedom of Information and Protection of Privacy Act*, British Columbia and will be used, accessed, disclosed and stored by BCLC and its service providers 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 BCLC Customer Service Centre at 74 West Seymour Street, Kamloops, BC, V2C 1E2, Telephone 1-866-815-0222 or at bclc.com.



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