

Top 250 Independent Retail Accounts | January 5 – February 1, 2021



# Lotto Package Play – Retailer Incentive

**Who:** Top 250 Independent Retail Accounts

**When:** Tuesday, January 5 to Monday, February 1, 2021

**What:** **Grow your Package Play sales to win.** Increase Package Play Ratio and Package Play Ratio Percentage.

**How:** Retailers will be segmented into 2 tiers based on percentage of package play ratio during the sales period July 1 – September 30, 2020.

Tier 1 : 40% and above

Tier 2: 31.1% - 39.9%

Tier 3: 31% and below

**Eligibility Criteria:** A Retailer must achieve their Sales Target to qualify for a prize. Sales Target means 1% over their 4-week average sales (Lotto 6/49, BC49 & Extra, Lotto Max & Extra, and Daily Grand & Extra) from July 1 – September 30, 2020. Retailers will be emailed their Sales Targets in advance of the incentive.

**Prizing:** Top prizes and Second Chance Draw prizing is per tier. Prizes are digital gift cards redeemable at Amazon, Visa, Apple iTunes Canada, Starbucks, Tim Hortons and more.

## HIGHEST PACKAGE PLAY RATIO

(vs Package Play Ratio Target)

Top Prize  
\$400

Second  
Prize  
\$300

Third Prize  
\$200

### SECOND CHANCE DRAW

5 Prizes of \$100

Stores will earn **ONE Ballot** for achieving their Package Play Ratio Target plus **ONE ADDITIONAL Ballot** for every 0.5% increase.

Five (5) ballots will be randomly selected to win \$100.

## HIGHEST PACKAGE PLAY RATIO % GROWTH

(vs Package Play Ratio Percentage Target)

Top Prize  
\$400

Second  
Prize  
\$300

Third Prize  
\$200

### SECOND CHANCE DRAW

5 Prizes of \$100

Stores will earn **ONE Ballot** for achieving their Package Play Ratio Percentage Target plus **ONE ADDITIONAL Ballot** for every 2% increase.

Five (5) ballots will be randomly selected to win \$100

January 5 – February 1, 2021

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## Ideas for How to Increase Your Sales:

- Promote a Package Play with every customer.
- Use the Package Play Quick Pick Matrix as a visual.
- Leverage the Winners Marketing Campaign POS in market in January 2021.
- Know and promote:

**Lotto 6/49 & Lotto Max** – promote the next jackpot amount

**BC49** – \$2M jackpot every draw (Wed & Sat).

**Daily Grand** - a chance to win \$1,000 a day for the rest of your life!

Always ask the customer if they would like the **Extra**.

## Incentive Guidelines:

- The Winning Retailers will be announced the week of February 8, 2021 or as soon as possible thereafter.
- Full incentive conditions available on the Retailer Hub / Retailer Information / Incentives & Compensation

## QUICK PICK PACKAGES

Ticket Purchase Cut-off is 7:30pm PT on draw day.

\$8

Bundle

1

1

1

1

\$10

Bundle

1

1

1

1

\$10

Big Jackpot Pack

1

1

1

1

\$20

Mega Pack

2

2

2

1

1

\$30

Weekly Pack WEEKLY\*

2

2

2

2

2

2

\*1 ticket per game for each upcoming draw.

Know your limit, play within it. 19+