

Lotto 6/49 December 22nd SuperDraw

Promotion Dates: Dec 10 – Dec 22, 2018



TELL YOUR PLAYERS

On Saturday December 22, 2018, Lotto 6/49 will be offering a total of **4 GUARANTEED \$1,000,000 prizes** in addition to the **\$1 Million GUARANTEED Prize** and the Lotto 6/49 main jackpot.

WHAT CAN PLAYERS WIN?

Players will have the chance to win the main jackpot plus 4 GUARANTEED \$1,000,000 Prizes and the GUARANTEED \$1 Million Prize.

PROMOTION DETAILS

After the Lotto 6/49 main jackpot draw there will be five additional GUARANTEED Prize Draws (4 x \$1,000,000 and 1 x \$1M GUARANTEED Prize). Match the GUARANTEED Prize Draw number exactly to win. This is a national promotion and is available where all Lotto 6/49 tickets are sold.

SALES TIP

- On average during SuperDraws, BCLC achieves a +15% sales lift compared to regular draws.
- Lotto 6/49 has created **68* new Millionaires in BC** since the GUARANTEED \$1 Million Prize was introduced in 2013.

*Prize claims from Sept 18, 2013 to Sept 22, 2018

MARKETING SUPPORT

Mon Dec 10 - Sat Dec 22 2018:

- National TV
- Social media (Facebook)
- Digital Signage network
- Player Display Unit
- 8 ½ x 11 Poster (RSG only)

Thurs Dec 20 - Sat Dec 22 2018:

- National digital advertising
- PlayNow.com & bclc.com
- eNewsletters
- “On Now” Top-of-Ticket messaging
- Live Ticket Messaging
- Regional Print & OOH*

*December 17th – Dec 22nd



**The SuperDraw date is
Saturday December 22, 2018**



Lotto 6/49 December 22nd SuperDraw

Promotion Dates: Dec 10 – Dec 22, 2018

QUESTIONS & ANSWERS:

HOW DOES THE GUARANTEED PRIZE WORK?

On the Lotto 6/49 ticket, there is a section called “GUARANTEED Prize” followed by a 10 digit number (an 8-digit number, followed by a 2-digit number) (i.e. 12345678-01). The GUARANTEED \$1 Million Prize is drawn separately from the main Lotto 6/49 draw.

On December 22nd, 2018, Lotto 6/49 SuperDraw will be offering 4 GUARANTEED \$1,000,000 prizes in addition to the standard GUARANTEED \$1 Million Prize and main jackpot.

IF A PLAYER ONLY BUYS ONE LOTTO 6/49 TICKET, ARE THEY ELIGIBLE FOR ALL FOUR GUARANTEED PRIZE DRAWS?

Each individual Lotto 6/49 ticket purchased for the December 22, 2018 draw automatically qualifies a player into all 4 GUARANTEED \$1,000,000 prizes and the GUARANTEED \$1 Million Prize in addition to the main jackpot draw.

WILL PLAYERS HAVE TO PAY MORE FOR THEIR LOTTO 6/49 TICKET?

Even with the addition of four additional GUARANTEED \$1,000,000 Prizes, the cost of an individual Lotto 6/49 selection remains \$3. This is just a special promotion, which means the player has more chances to win a GUARANTEED prize!

WHAT ARE THE ODDS OF WINNING THE GUARANTEED PRIZE?

The odds for winning any one of the GUARANTEED prizes depend on the total number of selections sold across Canada. For example, if 5 million Lotto 6/49 selections are sold, there will be 5 million entries for the GUARANTEED prize draws, which means the odds of winning any one of the GUARANTEED Prizes would be 1 in 5 million.

WHEN IS THE FIRST DAY OF SALES FOR THE DECEMBER 22ND SUPERDRAW?

The first day of sales is Wednesday December 19, 2018 after draw break (7:30pm PT).