

S&W Holiday Program Sales Incentive – RSG Network

Incentive Dates: October 15 to December 26, 2018



From **October 15 to December 26, 2018**, each time you promote and sell Scratch & Win you'll have the opportunity to win one of six prizes!

- This incentive applies to **ALL** Scratch & Win products – not just the holiday themed tickets.
- Must achieve min. of 5% increase net of buybacks vs. last year to be eligible.
- The Retailer is only eligible to win one of the prizes.
- Incentive will be awarded in March 2018 after buybacks are calculated.

Sales Dollar Value Incentive (\$)

Three prizes to win for each sales tier for the highest overall dollar (\$) value increase in same store sales vs. last year:

- Highest Dollar (\$) Value Growth (1st) – 5 x \$100 Visa gift cards
- 2nd Highest Dollar (\$) Value Growth (2nd) – 4 x \$100 Visa gift cards
- 3rd Highest Dollar (\$) Value Growth (3rd) – 3 x \$100 Visa gift cards

Sales Growth Incentive (%)

Three prizes to win for each sales tier for the highest percentage increase in same store sales vs. last year:

- Highest Percentage Growth (1st) – 5 x \$100 Visa gift cards
- 2nd Highest Percentage Growth (2nd) – 4 x \$100 Visa gift cards
- 3rd Highest Percentage Growth (3rd) – 3 x \$100 Visa gift cards

Sales Tiers (based on fiscal 2018 sales)

Tier 1– sales from \$1.4M and up

Tier 2 - sales from \$1.05M – \$1,399,999

Tier 3 – sales from \$775,001 – \$1,049,999

Tier 4 – \$775,000 and below

