Consumer Promotion – All Retail Networks

Tech The Halls Contest is better than ever!



Thanks to your support, last year's contest was another great success!

We received over 8 million entries into the contest and 1.7 million Scratch & Win tickets were entered.

Tech the Halls is back again this year and we've made it even better!

Dates: October 15, 2018 - January 18, 2019

Eligible Tickets: All Holiday Scratch & Win tickets (see ticket line-up on pg. 4)

How: Players can enter their **winning & non-winning** tickets online for a chance to win awesome electronic and cash prizes! **PLUS** get bonus entry codes at the Scratch & Win Facebook page!

New this year: With thirty (30) \$500 Cash prizes added as an additional prize draw, this year's contest offers the most prizes ever! The website also has a fresh new look, re-designed to improve player experience and navigation.

Prize Draws - draws take place on January 22nd, 2019

- 1 Home Theatre System Valued at \$8,000!
- 5 TVs (valued at \$900 each)
- 5 Tablets (valued at \$500 each)
- 30 \$500 Cash (lots more cash prizes this year!)
- 30 \$200 MasterCard Prepaid Gift Cards

www.techthehalls.ca



PLUS: \$50 MasterCard Prepaid Gift Cards that can be won instantly by spinning the Spin Wheel!

Marketing and Retail Support:

- Advertised through radio, print, outdoor (digital billboards, elevator), display ads, Facebook, Instagram, and BCLC.com advertising
- Retail support (Nov. 5, 2018 to Jan. 1, 2019) includes: posters, display case strips, bubble case banners, counter cards, boomerangs, Player Display Unit advertising, and Digital Signage.



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Tech The Halls Process



Players can log in on the site again to enter other tickets with their

email and password!

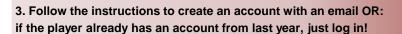
How do players enter?

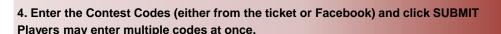
1. Buy an eligible ticket and scratch the Contest Code OR:

Visit our Facebook page at www.facebook.com/lottobc to find bonus Contest Codes to enter (no purchase necessary). Codes are released throughout the contest so remember to "Like" us to stay up to date!



2. Visit www.techthehalls.ca





5. Players can then assign their flex entries to be entered into whichever prize draw option they prefer and reassign as they wish.

How many flex entries will players receive? A flex entry is an entry that players can assign to whichever prize draw option they like.

- 1 flex entry for every \$1 worth of tickets entered (i.e. \$4 of S&W = 4 entries)
- PLUS players will receive one spin in the Spin and Win Game for every \$5 worth of tickets entered for the opportunity to instantly win a \$50 gift card, or more entries! (i.e. \$5 of S&W tickets = 5 entries + 1 spin in the Spin & Win Game, \$10 of S&W = 10 entries + 2 spins)
- *For Facebook bonus Contest Codes, 1 Contest Code = 1 entry

Notification of Instant Win

If a player wins instantly, he/she will get an instant notification and receive an email with the instructions on how to claim their prize.

Date of prize draws

Prize draws will take place on January 22, 2019.

BCLC will be contacting winners directly. Names of winners will be posted on www.techthehalls.ca approximately six (6) week to eight (8) weeks after the draw date.



Ticket Callout









Enter the Tech the Halls Contest online for more chances to win!

11:59:59 PT on January 18th, 2019. Restrictions apply. Subject to Contest Conditions available

- Grand Prize of a Home Theatre system
- Flat Screen TVs, Tablets, Gift Cards and Cash
- Plus the chance to instantly win \$50 prizes!

Visit www.techthehalls.ca to enter the contest by January 18th, 2019.

Details: Contest open only to B.C. residents of 19 years of age or older. Entries must be received prior to 11:59:59 PT on January 18th, 2019. Restrictions apply. Subject to Contest Conditions available at www.techthehalls.ca.

How to enter: Scratch the Tech the Halls Contest area to reveal a contest code.

Log on to www.techthehalls.ca and follow the instructions for your chance to win.

Prize claims: Major prize winners will be contacted by BCLC.





instructions on back of each eligible ticket



Scratch & Win Christmas 2018













Please visit the Retailer Hub for detailed game information.















Q&A – All networks

Scratch & Win Tech The Halls

scratch-&Win

playing it right

Questions & Answers

Q. Can residents outside of B.C. enter the contest? Can someone under 19 years of age enter the contest? A. No. The contest is open to B.C. residents only, 19 years of age and older.

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Q. Can players take the cash equivalent instead of the prize?

A. The winners of merchandise prizes will be able to pick between the electronic good or the cash equivalent (as outlined in the contest conditions that will be available on the website). The winners of the \$500 Cash prize will receive a cheque. However, the Instant Wins and gift card winners are not eligible for a cash equivalent.

Q. Do players have to purchase tickets in order to enter the contest?

A. No. This year we will again be releasing 3 bonus contest codes on Facebook throughout the contest period. "Like" our Facebook page: www.facebook.com/lottobc and check regularly for updates to find out when the codes will be released.

Q. Which tickets are eligible?

A. Winning and non-winning holiday-themed Scratch & Win tickets are eligible: \$1 Holly Jolly Cash; \$1 Gifts Galore; \$2 Santa Paws; \$2 Christmas Joy; \$3 Christmas List; \$3 Snowglobe Winnings; \$5 Santa 7s; \$5 Merry Money Multiplier; \$10 Holiday Cash; and the \$20 Holiday Gift Pack.

Q. Where can players find the contest code on a ticket?

A. The 11-digit contest code can be found on the bottom left of the ticket. Players need to scratch the Tech the Halls area to reveal the contest code. See page 3.

Q. Can players enter multiple tickets at once?

A. Yes. Players can enter multiple tickets at once. In addition, players can return to the website at any time with their login information to enter additional tickets.

- Q. Once players have assigned all of their flex entries into the different prize draws, can they reallocate them?
- A. Yes, players will be able to reallocate their entries up until the contest closes.
- Q. If players haven't assigned all of their entries before the contest closes, what happens to their entries?

A. If the tickets are entered but not all of the entries were assigned, the remaining entries will automatically be entered into the grand prize (Home Theatre System) draw.

Q. Do players have to play the Spin and Win Game as soon as they've accumulated \$5 worth of Scratch & Win tickets?

A. No. Once a player has accumulated \$5 worth of Scratch & Win tickets and earned a spin in the Spin & Win Game, he or she can spin the wheel at any time prior to the conclusion of the contest. However, once the contest has closed, the unused spins will be forfeited and voided.

Q&A – All networks

Scratch & Win Tech The Halls



Q. What can players win if they spin the Spin Wheel?

A. Players can instantly win a \$50 MasterCard Prepaid Gift Card, or anywhere from 1 to 5 bonus entries.

Q. How will players be notified if they win?

A. For prize draws, winners will be contacted by BCLC or its agents by email or phone. Instant Win prize winners will receive an instant notification that appears on their computer screen. In addition, an email will be sent to players with instructions on how to claim their prize.

Q. How will the public be informed of the winners?

A. A list of the winners will be displayed on www.techthehalls.ca after the winners have been confirmed, approximately six (6) to eight (8) weeks after the draw date.

Q. How will winners receive their prizes?

A. BCLC or its agents will mail the prize or a cheque (if the winner chooses cash for the merchandise prizes) to the winners.

Q. When will players receive their prizes?

A. It will take from four (4) to eight (8) weeks after the draw on January 22, 2019, depending on the value of the prize and when the winner gets his/her information back to us.

Q. Are retailers eligible for this contest?

A. As per the contest conditions, BCLC employees, Lottery Retailers and family members of both are <u>not</u> eligible entrants in this contest. Family member means a spouse (including common-law), child, or parent, whether residing with the Retailer or not, or anyone who resides with the Retailer.

Q. Where are the entry instructions found on the tickets?

A. Contest entry instructions are found on the back of all eligible Scratch & Win tickets. See page 3.

Q. What about players that do not have a computer?

A. We understand that not all players have access to the Internet from their home. These players may wish to visit their public library or local Internet Café where web browsing is available. A unique email address is required to enter the contest. There is no way to enter the Tech the Halls Contest offline.

