

# We Sold a Winner Celebration Program (WSWC)

Effective April 1, 2016



## WHAT IS A WE SOLD A WINNER CELEBRATION?

Effective April 1, 2016, BCLC will be offering all retailers that sell a MAJOR winning ticket the opportunity to promote the win with a Winner Celebration for Lotto Max, Lotto 6/49 and Scratch & Win.

- Each LUCKY store will receive one (1) Winner kit for wins valued at:
  - \$1,000,000+ for Lotto Max
  - \$1,000,000+ for Lotto 6/49
  - \$675,000+ for Scratch & Win
- If possible, your BCLC Territory Manager (TM) will join you for the celebration.



## WHAT YOU NEED TO DO PRIOR TO THE EVENT:

1. Decide the date and time of your Winner Celebration with your BCLC TM (minimum 2 weeks advance notice).
2. Discuss how many FREE tickets will be given out at the celebration with your BCLC TM. Print the number of approved free Lotto Max or Lotto 6/49 tickets the day of the event to hand out during the celebration.
3. Your BCLC TM will order your “Join the Celebration” Posters and WSWC Kit for the event.
4. Please put up your “Join the Celebration” Posters when you receive it (1 week prior to the celebration) and start telling players about the event.

## WHY IS THIS A GREAT OPPORTUNITY?

This is a great 1:1 sales opportunity for you to celebrate the win and promote your store so take the time to explain:

- What the celebration event is for
- What the winning game is and why you are giving customers a FREE ticket
- Why players should play at your store, the LUCKY store



# We Sold a Winner Kit Contents

Effective April 1, 2016

## LOTTO MAX – \$1 MILLION PLUS

### KIT CONTENTS:

- Lotto Max Flashlight Pen (100)
- Lotto Selection Slip Wallets (50)
- Green Balloons (20)
- White Balloons (20)
- Balloon Sticks & Collars (20)
- Black Table Cloth (1)
- Custom Lotto Max Winner Poster (1)
- Winner Celebration Announcement (1)

## LOTTO 6/49 – \$1 MILLION PLUS

### KIT CONTENTS:

- Lotto 6/49 Carabiner Pen (100)
- Lotto Selection Slip Wallets (75)
- Blue Balloons (20)
- White Balloons (20)
- Balloon Sticks & Collars (20)
- Black Table Cloth (1)
- Custom Lotto 6/49 Winner Poster (1)
- Winner Celebration Announcement (1)

## SCRATCH & WIN – \$675,000 PLUS

### KIT CONTENTS:

- Scratch & Win Scratchers (100)
- Lotto Selection Slip Wallets (50)
- Clear Cellophane Bags & Ties (50)
- Purple Balloons (20)
- White Balloons (20)
- Balloon Sticks & Collars (20)
- Black Table Cloth (1)
- Custom Scratch & Win Winner Poster (1)
- Winner Celebration Announcement (1)

