

RSG, HN, and RN Independents only

BC 50/50 – Grey Cup Sunday – Retailer Incentive

Sunday, November 25, 2018



Grow your store's BC 50/50 sales over last year's Grey Cup Sunday for the chance to win!

Retailer Incentive Details

When: One day only – Sunday, November 25 2018 (Grey Cup Sunday)

Prize details: One prize of \$200 will be issued to the account with the highest dollar (\$) growth year over year on Grey Cup Sunday sales performance. (Nov 25 2018 vs Nov 26 2017)

There is one (1) prize to be won in each eligible network.

Eligible Networks: Retail Network Independent Accounts
Hospitality Network (HN)
Retail Stores Group (RSG)

Incentive Criteria:

- \$100 minimum sales on Nov 25, 2018 to be eligible.
- Retailers with no BC 50/50 sales on last year's Grey Cup Sunday (November 26, 2017) are not eligible.
- The account must be in good standing, as determined by BCLC, for the Winning Entrant to qualify.

A BCLC representative will contact the winning account thereafter the calculation of results.

Winners will be announced in the January 2018 Retailer eBulletins.

On game day, tell your players...

- Grey Cup Sunday is the second biggest sales day of the year for BC 50/50 which means **big jackpots!**
- There is a **GUARANTEED** winner on every BC 50/50 draw – four draws a day, every day.
- The four (4) BC 50/50 draws today have **GUARANTEED** minimum jackpots:

1:00pm - \$15,000

3:00pm - \$25,000

6:00pm - \$30,000

9:00pm - \$15,000

If 50% of ticket sales exceed these amounts then the jackpot will continue to grow and players win the greater amount.

- Last year's 6:00pm draw generated a jackpot of **\$32,196!**
- BC 50/50 is just \$1 per pick but be sure to offer players the option to purchase Value Picks:
 - 6 picks for \$5 or
 - 15 picks for \$10
- Depending on what time it is, suggest multiple draws to ensure the player is entered into the day's remaining draws. (ie. 11am purchase = 4 draws; 4pm purchase = 2 draws)

