

Lotto 6/49 Super Wednesdays

Promotional Dates: July 5 – August 30, 2017



TELL YOUR PLAYERS

Every Wednesday starting July 5th to August 30th, 2017, Lotto 6/49 will be offering **49 GUARANTEED \$2,000 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 49 GUARANTEED \$2,000 Prizes and the GUARANTEED \$1 Million Prize.

PROMOTION DETAILS

After the Lotto 6/49 main jackpot draw there will be 50 additional GUARANTEED Prize Draws (49 x \$2,000 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

- The First Super Wednesday promotion executed in 2016 in a 11% sales lift, exceeding the forecasted list of 2%
- Lotto 6/49 has created **55* new Millionaires in BC** since the GUARANTEED \$1 Million Prize was introduced in 2013.

*Prize claims from Sept 18, 2013 to April 7, 2017

MARKETING SUPPORT

Mon Jun 26 – Sun Jul 2, 2017

- “Coming Soon” Teaser campaign (BCLC.com and PlayNow.com Only)

Sun Jul 2 – Wed Aug 30, 2017:

- National online banner ads
- Facebook posts
- 10sec radio sponsorship tags

w/o Jul 3 – Wed Aug 30, 2017:

- Digital Signage Network (select locations only)
- Regional online campaign
- BCLC.com & PlayNow.com
- BCLC Lotto & PlayNow eNewsletters
- Live Ticket Messaging
- Print ads

Retail POS, RN only: Tues Jul 4 – Mon Aug 7, 2017

- Lottery Table Poster B (8.5”x 11”)

Retail POS RN: Tues Aug 8 – Mon Sept 4, 2017

- Lottery Table Poster A & B (8.5”x11”)
- RSG Poster (8.5”x11”)
- Poster: 17”x22”
- RSG Shirt Buttons (To be confirmed)



**Super Wednesdays runs every
Wednesday from
July 5th to August 30th, 2017**



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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.

Every Wednesday starting July 5th to August 30th, 2017, Lotto 6/49 Super Wednesday will be offering 49 GUARANTEED \$2,000 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 50 GUARANTEED PRIZE DRAWS?

Each individual Lotto 6/49 ticket purchased for the Wednesday draws in July and August, automatically qualifies a player into all 49 GUARANTEED \$2,000 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 49 GUARANTEED \$2,000 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 a GUARANTEED Prize depend on the total number of selections sold across Canada. For example, if 10 million selections are sold, there will be 10 million entries for the GUARANTEED Prize, which means the odds of winning would be 1 in 10 million for that draw.

WHEN IS THE FIRST DAY OF SALES FOR THE LOTTO 6/49 SUPER WEDNESDAYS DRAW?

The first day of sales is Saturday July 1, 2017 after draw break (after 7:30pm PT).