

Great games for your customers



(at select locations)

Keno

SportsFunder 50/50



... profit for your bottom line



The benefits of selling the games?

- Customers visit your establishment more often and stay longer
- Have an edge over your competition
- Be part of a network of over 1,200 retailers across the province
- Sales commissions ranging from 5 to 13 per cent (depending on the product)



Check-A-Ticket Machine (CAT)



Player Display Unit



TV Monitor



Lottery Terminal



Ticket Printer

Acceptability

The decision to have a retail location join our network for the sale of Keno, Pacific Hold'Em Poker, SportsFunder 50/50 and Pull Tabs is based on several factors. These factors include:

- BCLC's terminal availability
- Location and sales potential of the prospective retailer
- Hours of business (the network operates from 4:45 a.m. to 4:00 a.m. daily)
- Proven customer service and selling techniques
- A clean credit check

All of these factors will be considered once your application has been received.

- New retailers must take all three games (Keno, SportsFunder 50/50 and Pull Tabs) in order to qualify

Prize Payout

- Retailers are required to pay out Keno and SportsFunder 50/50 prizes up to and including \$200 and all Pull Tab prizes and can pay out up to a maximum of \$999.99 if the funds are available on site
- Winnings of \$1,000 and over must be claimed at either of the BCLC Prize Payout Offices commencing the next business day

Security

- All Keno, Pacific Hold'Em Poker and SportsFunder 50/50 draws are computerized and are conducted under the most stringent procedures to ensure security and integrity and to guarantee that every ticket has an equal chance of winning
- For extra security reasons, all Pull Tab prizes must be claimed at the establishment they are purchased at on the same business day



Keno Annunciator Board (KAB)



Pull Tab Vending Machine

Basic Measurements

- Lottery Terminal:
15.5" high x 13.25" wide x 21.0" deep
- Ticket Printer:
11.0" high x 7.0" wide x 12.0" deep
- Check-A-Ticket Machine (CAT):
12.5" high x 7.75" wide x 4.5" deep
- Keno Annunciator Board (KAB):
30.5" high x 33.75" wide x 4.0" deep
- Pull Tab Vending Machine:
24.25" high x 34.0" wide x 9.5" deep
- 27" TV Monitor
- 42" Plasma TV Monitor

Electrical Requirements

- One dedicated twist lock receptacle
- Three standard AC 15 amp 110 V outlets (for the AL4 box, CAT and KAB)

Costs to retailer

- Pull Tab Vending Machine rental fee of up to \$150 dependant on sales volume

Training and Customer Support

- Customer Service support from your Territory Manager, Customer Sales Assistant and Lottery Support Hotline — all just a phone call away
- Your Customer Sales Assistance calls on a regular basis for ticket and supply orders
- Lottery Support Hotline gives retailer support and is open from 6 a.m. to 10 p.m. daily in order to help with any questions or concerns



Marketing Support

- Start-up promotional kits
- Retailer and consumer incentives
- Promotions and promotional kits with giveaways
- Point of sale materials
- Selection slips with plexi holders and pencils
- Quarterly newsletter

What others have to say about the games...

"...the installation of Keno has been great for our business. Our liquor sales have increased by 10 per cent and it has attracted a new quality customer ".It has also motivated our staff to be involved with a team spirit attitude."

Jack Spitz, Owner
Columbia Hotel,
Vancouver



Contact BCLC Sales Admin. for more information:

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