



game on!

gaming, entertainment & hospitality

bclc
playing it right

looking fo



or a good time?

look no further.

For more than 30 years, BCLC has been trusted to conduct, manage and operate lottery, casino, community gaming and eGaming in BC.

It sounds serious. But 'fun' is our middle name.

We not only offer British Columbians the latest in outstanding gaming experiences, we help make their dreams come true...with millions of dollars in prizes won by players in BC!

We're not the only ones changing lives. You do, too. With the resulting net income generated for public, charitable and community programs here in BC, you can be rest assured that by playing our games, you're contributing towards better education and health care, social programs and municipal projects that benefit all British Columbians.

That's definitely a *win-win* situation!



the benefits

of partnering with BCLC

- We provide customer entertainment that pays you!
- Your customers will stay longer and spend more.
- Your customers can re-invest their winnings in your establishment.
- Increase your mid-week revenue and profitability during peak times.
- Increase your clientele with a wide range of popular and exciting games that appeal to every demographic.
- Dedicated Territory Managers will visit your location regularly to help grow your business.
- All equipment is supplied and is easy to manage and maintain.
- Minimal labour required! Our new Self-Serve Terminal provides effortless play and purchase options for your customers.





touch screen

convenience

- The Self-Serve Terminal (SST) is a next generation touch screen technology that provides operational efficiency, reliability and functionality.
- Allows players to purchase and validate lottery products including Keno, Pacific Hold'Em Poker, SportsFunder 50/50, LOTTO MAX, Lotto 6/49 and BC/49 tickets.
- Entertaining, easy to operate and requires minimal labour.
- Currently 80% of all online game transactions, (Keno, Pacific Hold'Em Poker, SportsFunder 50/50, LOTTO MAX, Lotto 6/49 and BC/49) are conducted on the Self-Serve Terminal.





ultimate game suite

Keno

One of BCLC's most popular games, Keno is the BC-only lottery that has a new draw every 4 minutes. Players match up to 10 numbers from the 20 numbers drawn for a chance to win up to \$100,000.



An exciting Texas Hold'em Poker style monitor game that is a very popular game in the hospitality network. Pacific Hold'em Poker has seen continued growth since the fall of 2006 and is currently played at over 900 establishments in B.C.



Game of the Year 2007, North American Association of State and Provincial Lotteries. (NASPL)

Sports Funder
50/50

A B.C. only lottery game, similar to the type of 50/50 game played at sporting events. SportsFunder 50/50 is a great game for your customers during major sporting events like the Grey Cup or Super Bowl when jackpots can grow to over \$20,000.

Sports Funder DRAW # 123456
50/50

GET YOUR 50/50 TICKETS!
CURRENT JACKPOT
\$10,001

PROCEEDS SUPPORT SPORTS IN BC

PullTabs

A fun and easy game where players can instantly see what they have won. This is the most profitable game for retailers with commissions ranging from 10 to 13%.



casual gaming



The nationwide lottery game that starts with a \$10 million jackpot. When a jackpot reaches \$50 million, LOTTO MAX goes into MAXMILLIONS™ mode. Each \$1 million over the \$50 million will be drawn as an individual \$1 million prize!



Is a B.C. only lottery that gives players a chance to win \$2 million for only \$1. Match your 6 numbers to the 6 numbers drawn and you could win \$2 million. Draws held every Wednesday and Saturday.



A national lottery with a jackpot that grows and grows until it's won. Predict which 6 numbers from 1 to 49 will be drawn. Tickets are \$2 each. Lotto 6/49. Imagine the freedom.



Players make predictions on sporting events to win money and bragging rights. Play Oddset, Point Spread, Over Under or Toto.





BCLC is a Crown Corporation and operates under the Gaming Control Act of British Columbia.

As an agent of the Crown, the Province has designated BCLC to conduct, manage and operate lottery gaming, casino gaming, commercial bingo gaming and eGaming within British Columbia.

The Criminal Code of Canada forbids the sale of lottery tickets by anyone other than those authorized by the appropriate government authority. Through a Lottery Operations Agreement, retailers are authorized to participate in lotteries conducted by BCLC.



GameSense is an innovative approach to responsible gambling resources designed specifically with players in mind. By combining responsible play education, information about all our games and the risks associated with gambling, players will be able to make educated decisions that will help make sure their play is balanced by informed choice.



If you're interested in becoming a lottery retailer, please contact Consumer Services at 1-866-815-0222



bc1c
playing it right

www.bc1cretailerhub.com