



Sales Bonus Program

BCLC’s Sales Bonus Program rewards Lottery Retailers for high sales achievement and execution excellence, allowing unlimited opportunities for retailers to receive a sales bonus.



Sales Achievement for Full Calendar Year	Bonus %	Total Potential Bonus \$
Over \$1.5M	2.50%	\$37,500+
\$1.25M to \$1,499,999	2.45%	\$30,625 to \$36,750
\$1.1M to \$1,249,999	2.25%	\$24,750 to \$28,125
\$975K to \$1,099,999	2.05%	\$19,988 to \$22,550
\$725K to \$974,999	1.75%	\$12,688 to \$17,063
\$600K to \$724,999	1.50%	\$9,000 to \$10,875
\$475K to \$599,999	1.25%	\$5,938 to \$7,500
\$375K to \$474,999	1.00%	\$3,750 to \$4,750
\$275K to \$374,999	0.80%	\$2,200 to \$2,999
\$200K to \$274,999	0.65%	\$1,300 to \$1,787
\$125K to \$199,999	0.50%	\$625 to \$1,000
\$0 to \$124,999	0%	Not Eligible



Execution Excellence

BCLC will reward Lottery Retailers who provide our players with an exceptional player experience. An exceptional player experience is when; display case(s) are full with new and base game Scratch & Win tickets, Jackpot sign(s) are accurate, current lottery point-of-sale (POS) marketing materials are on display and all lottery equipment is operating.

How It Works

Execution Excellence will account for 10% of your total potential bonus.

Strong execution = more earned points!

Over a calendar year, your BCLC Territory Manager will perform Execution Excellence surveys during their regularly scheduled visits. Accounts will receive between 2 to 6 regularly scheduled visits and each visit will be worth 5 points.

At the end of the year, BCLC will review the total of all Execution Excellence surveys to determine your earned Execution Excellence bonus payout as per the below information.

- 0-3 point deductions = Earn 100% of Execution Excellence bonus payout
- 4-5 point deductions = Earn 70% of Execution Excellence bonus payout
- 6-7 point deductions = Earn 50% of Execution Excellence bonus payout
- 8 or more point deductions = 0% of Execution Excellence bonus payout

Maximum reduction for Execution Excellence will \$1,500. Minimum reduction will be \$50.



Execution Standards

Earn 5 points per survey

SCRATCH & WIN		
Display Case FULL / CLEAR of Clutter	1 point	Display case full and free of non-BCLC related items both on top of AND within the display case (excludes electronic sales peripherals and plexi-shields).
	0 point	If empty or partially empty sleeves and/or contains non-BCLC related items.
New & Base Game Tickets DISPLAYED	1 point	New AND base games in the display case. (See Terminal Message 'S&W Ticket Line-Up' for ticket classification). (3-part condensed and 2-part or smaller display cases - BASE games only required).
	0 point	If New S&W tickets AND base games are missing from the display case. (See Terminal Message 'S&W Ticket Line-Up' for ticket classification).
JACKPOT SIGNS		
Jackpot Signage ACCURATE	1 point	Manual: Hurricane and sidewalk signs display the accurate Lotto 6/49 and Lotto Max jackpot amounts. Digital: Jackpots accurate, or if not displaying the correct amount or not operating, the Retailer has informed Lottery Retail Support.
	0 point	If any sign is incorrect, and in the case of a digital jackpot displaying the incorrect amount or not operating, the Site has not called Lottery Retail Support.
POINT OF SALE MATERIALS		
Retail Network POS/Package Play/Selection Slips DISPLAYED	1 point	Current marketing POS on display (Lottery table poster A, poster B, display case strip) where applicable, AND a package play sign at point of purchase, AND selection slips for all games are available.
	0 point	If any or all of the current marketing materials, including the POS display, package play sign, or selection slip, are missing.
OR		
Key Account POS/Program POS DISPLAYED	1 point	Current marketing POS on display (Lottery table poster A, poster B; display case strip) AND Key Account program specific POS material displayed when applicable; AND selection slips for all games are available.
	0 point	If any or all of the current marketing materials, including POS display, Key Account program specific material (if program in market), or selection slip, are missing.
LOTTERY EQUIPMENT (includes: Lottery Terminal, Player Display Unit, Check-A-Ticket, Digital and Keno Displays (Sign and Monitor))		
Working or Service Call PLACED	1 point	All equipment is working or if any equipment not working the Site has called Lottery Retail Support.
	0 point	If any equipment not working and Site has not called Lottery Retail Support.



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Incoming Retailers

Whether you have purchased a business which is a current BCLC retailer, or a brand new business and are partnering with BCLC, you must generate the minimum sales performance threshold (\$125,000) of lottery sales within the calendar year (regardless of when your business opens) to be eligible for the Sales Bonus.

Exiting Retailers

You are eligible to receive Sales Bonus regardless of the date your location stops selling lottery products; however, you must generate the minimum sales performance threshold (\$125,000) of lottery sales within the calendar to be eligible.

Payment to exiting retailers will occur after all instant ticket returns have been processed, (if applicable). Sales Bonus for eligible exiting retailers is paid approximately one month after lottery sales cease; therefore, it is important to ensure your bank account is still active, as the payment will be electronically deposited into the bank account on file with BCLC.

Payment Details

Payments will be made by Electronic Funds Transfer (EFT) to the banking institution as specified on your bank authorization form. Please note all prizes awarded through sales incentives should be treated as business income and managed accordingly.

Program Criteria

To receive a Sales Bonus reward, your location must meet the following criteria:

- A minimum of \$125,000 net lottery sales over the calendar year.
- Your lottery business must be in good standing with BCLC. Suspensions, payment defaults, pending letters of credit or trust deposits may disqualify retailers from receiving a Sales Bonus.
- Sufficient insurance must be maintained as outlined in the Lottery Retailer Agreement (LRA).

Consent to Publish

In order to receive an Incentive and/or Sales Bonus payment, Retailers must complete such releases, waivers or indemnities as required by BCLC, at its sole discretion. BCLC reserves the right to publish the name, location and a recent photograph of the Retailer(s) in any medium without liability or remuneration.

Program Change or Withdrawal Notification

This program is subject to review and may be changed or withdrawn at any time. In the event that BCLC changes, cancels or withdraws the program for any reason during the year, payment of any potential payout will be at BCLC's sole discretion. BCLC reserves the right to disentitle any retailer from participation in this program for any reason at BCLC's sole discretion.