

# SALES INCENTIVE - WELLNESS IN MOTION CHALLENGE

February 15 – March 31, 2025

**Ignite your sales energy and pedal toward success  
with the Wellness in Motion Challenge!**



<b>Incentive Dates</b>	Saturday, February 15 – Monday, March 31, 2025	<b>Product</b>	All Lotto Sales
<b>Network</b>	RSG Only	<b>Incentive Target</b>	Min 5% Growth vs. 6-week baseline rolling average

## Eligibility and Entry Criteria:

- RSG Retailers will be segmented into 4 tiers based on store sales
- To qualify for the draw, the store must achieve a minimum 5% increase on overall sales vs. the 6-week baseline rolling average (January – March 2022/2023/2024)
- The store will earn 1 ballot for reaching its target (5%) and will earn 1 extra ballot for every additional % point of growth to increase chances of winning (for example, the minimum target is 5% and store achieved 10% growth, then store will earn 6 ballots!)

## Prizing:

**Qualify for the chance to win health-boosting prizes designed to promote relaxation, fitness and rejuvenation!**

**Draw prizing is per tier:**

- **1<sup>st</sup> Prize:** Ride into the future with a **Rad Rover 6 Plus Step-Thru Electric Bike!** A perfect blend of fun and fitness for your daily commute or weekend adventures
- **2<sup>nd</sup> Prize:** Unwind with a **\$500 Spa Gift Card**, treating yourself to a luxurious escape and ultimate relaxation
- **3<sup>rd</sup> Prize:** Take wellness to the next level with a **\$250 Wellness Kit** full of goodies designed to refresh, recharge, and elevate your health



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## Q&A

### What are the 4 sales tiers?

RSG is comprised of 201 locations – stores were sorted from highest to lowest sales and separated into tiers based on contribution to total sales as follows:

Tier	Contribution to Total Sales	Retailers
Tier 1	40%	50
Tier 2	30%	57
Tier 3	20%	54
Tier 4	10%	40
<b>TOTAL</b>	<b>100%</b>	<b>201</b>

### Will sales targets be provided?

Yes, sales targets will be emailed to each store before the incentive starts. Your Territory Manager will also discuss the incentive on their regular scheduled visit.

### How is the 6-week baseline rolling average calculated and why is it based on a 6-week baseline rolling average?

Each 6-week baseline rolling average has been calculated using RSG's All Lotto sales data from periods Jan-March 2022, Jan-March 2023, and Jan-March 2024 since this sales incentive will be implemented in the same quarter of the year. An average was calculated to overcome external circumstances that may have happened in the past. From this data, we calculated daily sales for each period (Jan – March of each year) and calculated an average from them. That daily average x the duration of the incentive (42 days or 6 weeks) provides the 6-week baseline rolling average.

### What does all Lotto sales include?

All Lotto sales means just that. All lottery games, Scratch & Win, Proline (Sports Action) and Web Cash.

### How will prizing be delivered?

The Draw will happen on the week of April 7 and the 12 winning stores and corresponding Territory Managers will be communicated on that same week. Prizes will be delivered directly to stores.