

# Scratch & Win – Coming Soon

## \$50 Mega



### What is it?

\$50 Mega



### Important Dates:

Pre-Order: May 8-19, 2023

Launch: June 5, 2023



### Key Highlights:

- 7 top prizes of \$5,000,000!
- Highest Top Prize ever on a Scratch & Win ticket
- Approximate Odds of Winning: 1 in 3.15
- \$180MM in prizes from \$100 to \$500
- Loaded with \$100 prizes (odds of 1 in 5.37)
- Every pack contains a minimum of \$100 in total wins
- POS and media support will begin June 5

The quantity of tickets distributed may vary and could affect the published odds/prizes. Ticket(s) may not be to scale or exactly as shown. In the event of a discrepancy between the odds posted on this information sheet and the official information from BCLC, the latter shall prevail



Contact your Territory Manager or  
Lottery Hotline: **1-800-667-1649**



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### More Details

Game Code:	103213
Price:	\$50
Launch Date:	June 5, 2023
Pre Order Date:	May 8 - 19, 2023
Prize Range:	\$50 to \$5,000,000
Approx. Odds of Winning:	1 in 3.15
Total Number of Tickets:	1,000,000
Tickets per Pack:	5
UPC:	6 27925 00058 0
Expiry Date:	June 26, 2026



### Prize Level & Odds

Prize	Odds
\$50	10.00
\$100	5.37
\$150	144.93
\$200	333.33
\$250	90.91
\$300	1,428.57
\$350	333.33
\$500	160.00
\$550	100,000.00
\$1,000	74,468.09
\$5,000	875,000.00
\$50,000	2,333,333.33
\$100,000	1,750,000.00
\$5,000,000	1,000,000.00
TOTAL	3.15




### How to Play:

**GAME 1:** Scratch GAME 1 COMPLETELY. If you uncover three (3) identical symbols, you win \$100.

**GAME 2:** Scratch GAME 2 COMPLETELY. If you uncover three (3) identical symbols, you win \$250.

**GAME 3:** Scratch GAME 3 COMPLETELY. If you uncover three (3) identical symbols, you win \$500.

**GAMES 4 to 9:** Scratch GAMES 4 to 9 completely. If you uncover three (3) identical prize amounts in the same GAME, you win that prize.

**GAME 10:** Scratch GAME 10 completely. If any one of the twenty (20) YOUR NUMBERS exactly matches one of the six (6) LUCKY NUMBERS, you win the corresponding prize. If you uncover a  symbol, you win \$100.

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Question	Response
Q1: Why is BCLC introducing a \$50 Scratch & Win ticket?	Higher price point tickets are becoming increasingly popular with players. Sales of the \$30 price point ticket have grown more than 52% year over year, evidence that players enjoy the excitement of more game play and chances to win bigger prizes. With the largest top prize ever on a Scratch & Win ticket and more game play, \$50 Mega will get players excited with all the huge prizes and keep them engaged.
Q2: What is the order process?	The order process remains the same. Pre-orders can be placed between May 8 – 19. Regular ticket orders can be placed starting on the ticket launch date of June 5.
Q3: We don't want to offer a \$50 ticket in our location, do we have to carry this ticket?	We understand that this ticket might not make sense for all retailers and players; therefore, the decision to order \$50 Mega is at the Retailer's discretion.
Q4: This is a high priced ticket, how can it be displayed?	Just like all other Scratch & Win tickets, you can sell the \$50 Mega ticket directly from the tray, placed in the appropriate ticket spot(s), according to the planogram (see Page 5). As with all the other Scratch & Win tickets, use the lock feature and the display case door so tickets are secure at all times. Do not give the ticket to the player until they have paid for the ticket, and be sure to comply with any night planograms you may have to limit inventory in the evening hours.
Q5: What if I want to sell \$50 Mega but due to the high price point, prefer to sell it from a drawer?	We have created <b>\$50 Mega Display Cards</b> (see example on Page 4) that can be inserted into your tray, placed in the appropriate ticket spot(s), according to the planogram (page 5). Leave these display card inserts in your tray and keep the live tickets in a locked drawer to sell from. The display card inserts will be clearly distinguishable as cards that let players know they can purchase \$50 Mega and will not look like a real ticket.
Q6: How will BCLC promote \$50 Mega?	POS will be available at launch. A digital and social media campaign will begin on June 5 and run for 12 weeks.



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# \$50 Mega Display Card



- If selling out of a locked drawer, display this card in your tray and keep the live tickets in your drawer to sell.
- Two (2) Display Cards will be shipped with the \$50 Mega POS materials for your consideration.
- Replacement orders can be placed with your Inside Sales Representative on your regular order day.
- Double-side design cuts waste by reducing the need to re-order worn out cards. If the card looks worn out, just flip to the other side for a quick refresh.



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# Planogram including \$50 Mega



Effective June 5, 2023



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