

LAUNCHING SEPTEMBER

# PROLINE POINTS

## PROLINE IS GIVING YOU THE EDGE

BEGINNING IN SEPTEMBER, PROLINE  
CUSTOMERS CAN EARN POINTS  
FOR ELIGIBLE PROLINE AND POOLS  
TICKETS PURCHASED IN-STORE!



### USE THE POINTS PROGRAM TO BOOST SPORTS SALES

- Increase sports sales by informing PROLINE customers about this innovative program.
- Points program provides more value for in-store PROLINE and POOLS customers.

#### STEP 1: SIGN UP

Eligible participants must have a **WINNER'S EDGE** account; otherwise they can follow the instructions to register for an account on [prolinepoints.olg.ca](https://prolinepoints.olg.ca).

#### STEP 2: EARN

Points are earned when eligible PROLINE tickets purchased in-store are entered into the program website.\* Tickets can be entered manually or by using a mobile device to scan the ticket barcode.

\* The number of points earned on a ticket may depend on the amount spent and the type of wager made. Participants can enter up to 50 tickets per day.

#### STEP 3: REDEEM

PROLINE Points can be redeemed directly for prizes, such as gift cards and PROLINE merchandise, or can be used to earn entries for exciting monthly draws.

TELL CUSTOMERS TO VISIT [PROLINEPOINTS.OLG.CA](https://prolinepoints.olg.ca) TO START GETTING MORE FROM PROLINE TODAY!

LEARN MORE



INSTANT LAUNCHES  
TO LOOK OUT FOR  
RECENT ONTARIO  
WINNERS

UPSELL  
ENCORE  
PICKS X ENCORE  
PROMOTION

LOTTO 6/49:  
SEPTEMBER SUPER DRAW  
LOTTO 6/49:  
WINNERS UPDATE

INCREASE SALES  
COMMISSIONS  
RETAILER ID LIST  
REMINDER

UPCOMING  
KEY DATES  
BEST IN CLASS RETAILER:  
BECKER'S OAKVILLE



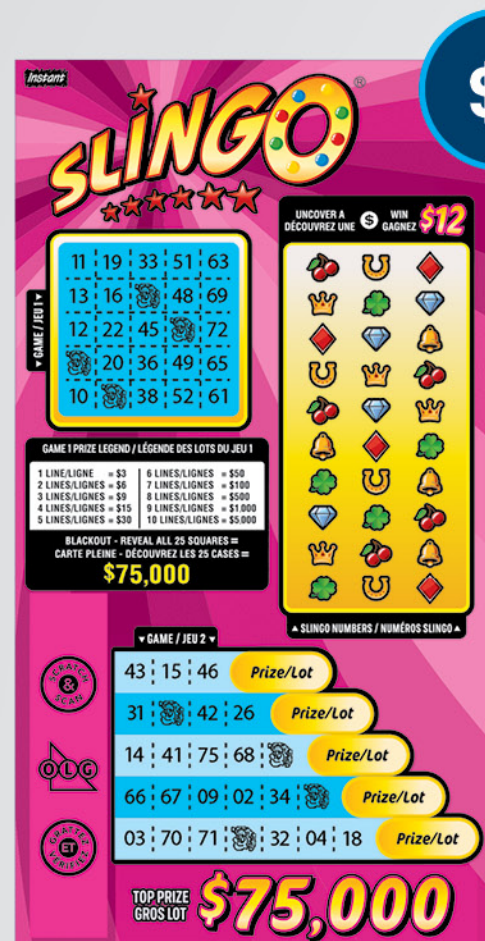
Play. Smart





# LAUNCHES TO LOOK OUT FOR

[CLICK HERE TO FIND INSTANT PLANOGRAMS](#)



\$3

SEPTEMBER 4

**SLINGO**

65%  
PAYOUT

1 IN 3.82  
OVERALL ODDS

3 TOP PRIZES OF  
**\$75,000**



\$5

SEPTEMBER 4

**10X  
WILD**

67%  
PAYOUT

1 IN 3.92  
OVERALL ODDS

7 TOP PRIZES OF  
**\$100,000**



\$20

SEPTEMBER 4

**20X  
SUPREME**

70%  
PAYOUT

1 IN 3.27  
OVERALL ODDS

10 TOP PRIZES OF  
**\$2,000,000**



\$50

SEPTEMBER 4

**\$50K**

70%  
PAYOUT

1 IN 3.68  
OVERALL ODDS

40 TOP PRIZES OF  
**\$50,000**

**Judith of Richmond Hill** was dealt a winning hand in the May 28 **POKER LOTTO** draw. She matched five of five cards to win **\$100,000**. "When you've worked all your life, it's fantastic to win and feel secure. It's still hard to believe." The winning ticket was purchased at Gateway Newstands on Yonge Street in Richmond Hill.



Congratulations to **Laura of Timmins** for winning **\$150,000** with **THE BIGGER SPIN INSTANT** game (Game #3151). "I'm still in shock. This couldn't have happened at a better time." The winning ticket was purchased at Tiffany's Take-Out and Delivery on Wende Avenue in Timmins.



## RECENT WINNERS FROM ACROSS ONTARIO!



Saying "yes" to **ENCORE** paid off for **Anne of Ottawa** and **Eric of Gatineau**. The friends matched the last six of seven **ENCORE** numbers in exact order in the May 19 **LOTTO MAX** draw to win **\$100,000**! The winning ticket was purchased at Innes & Portobello on Portobello Boulevard in Orleans.



**Mario of Kingston** knows how to pick 'em. His **DAILY KENO** 8 Pick resulted in a **\$50,000** win in the May 9 **EVENING** draw. "I still can't believe it," said Mario. "It was all very sudden. It feels great!" The winning ticket was purchased at Meadowbrook Variety on Armstrong Road in Kingston.



# UPSELL ENCORE ON ALL PICKS TICKETS!



5%  
EARNED ON ALL  
ENCORE SALES

## MAXIMIZE YOUR PROFITS

- Encourage all staff to ask PICK games players if they would like to add ENCORE.
- Start promoting ENCORE today to boost sales and increase your commissions.

## REAP THE REWARDS

- Let customers know that the ENCORE top prize is **\$1Million** – it's the main reason customers play.
- Inform players ENCORE is just \$1 per play, and they can add up to 10 plays per ticket.
- Help customers discover the excitement and chances to win big with ENCORE.

## HOW TO UPSELL

### MAKE IT ROUTINE

Always ask customers if they would like to add ENCORE to their PICK game purchases.

### JUST ASK

Every 1 out of 2 players will add ENCORE if you ask them.

# PICKS

X **ENCORE**  
ENCORE  
ENCORE

# BOGO

**FRIDAY, SEPTEMBER 8**  
**SATURDAY, SEPTEMBER 9**

When a customer  
buys any one (1)

**PICK 2**, **PICK 3** or **PICK 4**  
they get one (1)



**FREE!**

RETAILERS EARN 5% SALES  
COMMISSION ON ALL PROMO  
FREE PLAYS. ASK FOR THE SALE!



# SuperDraw

# 20

## GUARANTEED PRIZES OF

# \$50,000

PLUS TWO JACKPOTS

## SEPT 2<sup>nd</sup>



HAS MADE **54 MILLIONAIRES**  
IN ONTARIO SINCE THE LAUNCH  
OF GOLD BALL DRAW!\*

\*September 14, 2022 – July 20, 2023



# INCREASE YOUR SALES COMMISSIONS WITH LOTTERY PROMOTIONS!

## DID YOU KNOW?

**RETAILERS EARN 5% SALES COMMISSION ON ALL PROMO FREE PLAYS.**

**Lottery terminal promotions will be offered periodically throughout the year. How to know when a promotion is available:**

1

### LOTTERY TERMINAL MESSAGES

Pay close attention to Pop-ups, Sign On and News messages to know when an offer is activated.

2

### PROMOTION REPORT

- Print your *PROMOTION REPORT* to see what promotion(s) are running at your retail location.
- **To Print:** From the *Reports* menu, select *Promotions* and the number of copies you want to print. The printed report will display the start and end dates of current lottery terminal promotions in market.

3

### CUSTOMER DISPLAY

A promotional video will play on the Customer Display screen while the offer is active.

4

### TERMINAL BANNERS

A terminal banner will be available to print while the offer is running. Display this at your retail location to create awareness.

Upselling promotional free plays is an excellent way to increase sales and commissions. **Ask for the sale!**

## IS YOUR RETAILER IDENTIFICATION LIST UP TO DATE?

All persons involved in the sale, handling, or redemption of lottery tickets/products must be registered on the lottery terminal. Using the Retailer Identification screens on the lottery terminal, retailers must ensure all staff involved with lottery are identified to OLG before they handle lottery tickets/products. Make sure all new employees complete the Insider Identification as part of their lottery terminal training.

### NOTE:

To ensure your store's information is always accurate, call OLG Customer Care at 1-800-387-0104 if employees were entered into our database incorrectly, have changed their legal name, have reached 18 years of age or are no longer employed at your location. Each employee should be entered one time only.

## UPCOMING KEY DATES

### SEPTEMBER

PROLINE Points Program Launches

### SEPTEMBER 2

LOTTO 6/49 Super Draw

### SEPTEMBER 4

New INSTANT Game Launches

### SEPTEMBER 5-11

September POS Swap

### SEPTEMBER 8-9

PICK Games x ENCORE BOGO



# A CUSTOMER'S ULTIMATE CONVENIENCE STORE EXPERIENCE

Aamir and Waylet, owners of Becker's Oakville, have been in the convenience store business for over 25 years and have been working with their OLG Sales Specialist, Sid Singh, for several of those years. Their openness to the new sales techniques and ideas suggested by Sid has led to an increase in lottery sales materials, including six Silent Sellers, two lottery terminals, and two Playstands. Aamir and Waylet have spent many hours renovating and redesigning their store layout to improve customer navigation, especially during peak store hours. Theirs is one of the few convenience stores to have two lottery terminals, which allows them to better serve their customers.

Aamir and Waylet attribute their lottery sales success to several techniques they have implemented over the years. These include keeping the store open late every day, always providing excellent customer service and taking the time to build relationships with regular customers. They also prioritize educating new lottery customers on games and rules, keeping their Silent Sellers fully stocked and free of clutter, and following the monthly OLG INSTANT planogram.

**One of the most important aspects of their job is communication. Aamir and Waylet keep customers informed about new lottery products and promotions.** They also use current data to boost their sales by providing information, like the INSTANT unclaimed prize reports, so customers know which games still have top prizes remaining. They believe that allowing customers to make informed playing decisions helps to build trusting relationships. As a result of initiatives like these, **they had the highest sales in the province for INSTANT \$100 ULTIMATE! Total store sales for this game equalled \$128,000 – triple the average of other stores!**

Customers enjoy seeing and interacting with Aamir and Waylet because they always offer them a personalized experience and always leave them with a smile and a wish for good luck.

**Fantastic job, Aamir and Waylet!**  
**Thank you for being Best in Class retailers.**

