

THE NEW



# Dream draws

LAUNCHING MARCH 26

## GUARANTEED PRIZES

MAIN DRAW MAY 3, 2024

3 GRAND PRIZES OF \$100,000

Eligible tickets must be purchased between  
March 26 and May 3, 2024.

EARLY BIRD DRAW APRIL 5, 2024

10 EARLY BIRD PRIZES OF \$5,000

Eligible tickets must be purchased between  
March 26 and April 5, 2024.

## GET THE WORD OUT!

- Upsell! Tell LOTTO MAX customers they will automatically receive a DREAM DRAWS ticket!
- Remind customers to check DREAM DRAWS tickets after the Main Draw on May 3.
- DREAM DRAWS is only available in Ontario and for a LIMITED TIME!\*

\*Must be 18+. Available at participating retailers in Ontario only until May 3.

## BUY A \$5 LOTTO MAX, GET A FREE DREAM DRAWS TICKET!

From March 26 to May 3, 2024, for every \$5 spent on LOTTO MAX at retail, customers will receive a DREAM DRAWS ticket that will be automatically produced by the Lottery Terminal. All Dream Draws tickets will be eligible to win the Early Bird and Main Draw cash prizes if purchased within the eligible period.



LEARN MORE

INSTANT LAUNCHES  
TO LOOK OUT FOR

6/49 SUPER DRAW:  
MARCH 30

PROLINE: MARCH MADNESS  
BEGINS MARCH 19

ID VERIFICATION  
TERMINAL FEATURE

NEW POLICY FOR  
SPORTS WAGERING

UPCOMING  
KEY DATES

BEST IN CLASS RETAILER  
GATEWAY NEWSTAND  
IN SCARBOROUGH



# LAUNCHES TO LOOK OUT FOR

CLICK HERE TO FIND INSTANT PLANOGRAMS



\$5

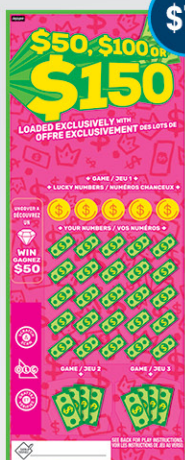
MARCH 4

**LUCKY**

67%  
PAYOUT

1 in 3.80  
OVERALL ODDS

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



\$10

MARCH 4

**\$50, \$100  
OR \$150**

70%  
PAYOUT

1 in 7.20  
OVERALL ODDS

LOADED EXCLUSIVELY  
WITH PRIZES OF  
**\$50, \$100  
AND \$150**



\$5

APRIL 1

**JAZZY  
RICHES**

67%  
PAYOUT

1 in 3.92  
OVERALL ODDS

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



\$10

APRIL 1

**SUPER MONEY  
MULTIPLIER**

70%  
PAYOUT

1 in 3.53  
OVERALL ODDS

5 TOP PRIZES OF  
**\$250,000**



\$20

APRIL 1

**NEON  
CASINO**

70%  
PAYOUT

1 in 3.92  
OVERALL ODDS

4 TOP PRIZES OF  
**\$250,000**

## PLUS MANY MORE!

CHECK YOUR **PACK  
INVENTORY LAUNCH  
REPORT** FOR ALL  
GAME LAUNCH  
INFORMATION.

# JACKPOT FAMILY

BACK BY  
POPULAR  
DEMAND!

THREE PRICE POINTS TO CHOOSE FROM FEATURING TOP PRIZES FROM \$100,000 AND UP TO \$1 MILLION, PLUS A SECOND CHANCE CONTEST!

Display tickets together in your Silent Seller or in your Infinity Merchandiser if you're no longer selling Big Tickets!

## ONLINE SECOND CHANCE CONTEST

**\$250,000 GRAND PRIZE DRAW**  
October 8, 2024

**20 WEEKLY DRAWS OF \$25,000**  
April 30 – September 10, 2024

### How to Enter:

- Scratch the ONLINE CONTEST CODE area.
- Visit [jackpotfamily.ca](http://jackpotfamily.ca) to sign up and enter the contest code.
- The Grand Prize Draw will be held on October 8, 2024.

LEARN MORE



LAUNCHING APRIL 2!





# SuperDraw

## MARCH 30

# 40

## GUARANTEED PRIZES OF \$25,000

### PLUS TWO JACKPOTS

Tell your customers there are more chances to win from this draw and to purchase tickets early with Advance Play! Terminal Banners will be available to help spread awareness.

## PROLINE

# MARCH MADNESS — BEGINS MARCH 19 —

**Are your PROLINE customers betting on March Madness?**

Remind them to enter their tickets at [prolinepoints.olg.ca](http://prolinepoints.olg.ca) for more chances to win! Each ticket entered will earn 10 points per dollar spent, and points can be redeemed for rewards such as e-gift cards, or put towards monthly contest prizing like event tickets, autographed memorabilia and more!

# REMINDER!

Verify age quickly by using the age verification feature on the lottery terminal.

- 1 Select the icon that says "WE EXPECT ID IT'S THE LAW".
- 2 Ask customers to scan their ID.
- 3 Their age will appear on the terminal screen.

Accepted IDs include a driver's licence, enhanced driver's licence, or Ontario photocards.



## NEW POLICY FOR SPORTS WAGERING

OLG's sports wagering limit for POOLS is \$500 per customer, per day, per location.

**NEW!**  
Effective  
April 1, 2024

OLG's sports wagering limit for PROLINE is \$100 per outcome (individually or combined), per customer, per day, per Location.

Retailers and their Staff may not permit customers to exceed the POOLS or PROLINE wagering limits.

Your Sales Specialist will provide more information during an upcoming call or visit.

**POOLS**

**PROLINE**

## UPCOMING KEY DATES

**MARCH 25-31**

April  
POS Swap

**MARCH 26**

LOTTO MAX DREAM  
DRAWS Launches

**MARCH 30**

LOTTO 6/49  
Super Draw

**APRIL 2**

Jackpot Family  
of Games Launch

**APRIL 5**

DREAM DRAWS  
Early Bird Draw

**APRIL 30**

Jackpot Family of Games:  
First Weekly Contest Draw



# RETAILER GETS CREATIVE WITH HOLIDAY OFFERINGS

**Kushal, owner of Gateway Newstand at Scarborough Town Centre since April 2023, has significantly boosted sales through excellent customer service.**



Despite tough competition, he attracts customers by promoting big lottery jackpots and using "Winning Ticket Sold Here" signs. Kushal and his staff actively engage with passersby, extending warm invitations and offering friendly greetings.

During the holidays, Kushal and his team created their own \$40 preassembled INSTANT gift set, featuring a variety of holiday INSTANT tickets. The initiative paid off when a customer won a \$100,000 top prize from one of the gift packs. Kushal and staff pre-made thousands of \$40 gift sets and with a lot of hard work and determination, completely SOLD OUT.

**Congratulations to Kushal and his entire team,  
and thank you for being a Best in Class retailer!**

For lottery information, visit us at [OLG.ca](https://www.olg.ca)  
CALL 1-800-387-0104 FOR ALL RETAILER INQUIRIES 24/7.

ISSN: 1183-2959 L'Écho du loto est disponible en français  
en téléphonant au Centre de soutien OLG au 1-800-387-0104.