



Break Open Ticket FAQs

As presented at the 2015 HELPP Lottery
Session, HAAO Annual Convention

H.E.L.P.P.
*Hospital Equipment Lottery
Project For People*



Disclaimer

If at anytime, these FAQs conflict with the Terms and Conditions issued by the Alcohol and Gaming Commission of Ontario (AGCO), the AGCO Terms and Conditions will always apply.



FAQs

Q: What payment forms are acceptable for tickets?

A: *Cash and debit cards. Credit cards and cheques are not permitted*



FAQs

Q: Can customers remove the tickets from the container?

A: *No. Only your employees or volunteers may remove the tickets from the container.*



FAQs

Q: What happens if a player buys a ticket, leaves and comes back to redeem it?

A: *AGCO requires that players open all tickets immediately and redeem any winners immediately. This information must be posted on the clear plastic container.*



FAQs

Q: What do I do with the winning tickets?

A: *Once you have verified the ticket is a winner, pay the player the amount identified on the ticket in cash or more tickets and retain the winning ticket from the player. Punch a hole through the winning ticket.*



Continued

- *You must retain all winning tickets, with the exception of the \$1 winning tickets which may be destroyed by tearing them in half.*
- *Your Auxiliary may choose to hold onto all winning tickets (including \$1) for reconciliation purposes.*
- *All winning tickets (except \$1 winners) must be held for 90 days after the end of each reporting period.*



FAQs

Q: How old must customers be to purchase Break Open Tickets?

A: *Customers must be 18 years of age to purchase tickets.*



FAQs

Q: Do my staff or volunteers have to be 18 years of age or over to sell the tickets?

A: *No. Staff or volunteers do not have to be over 18 years to sell the tickets.*



FAQs

Q: Customers may ask how many of the top prize winners (ie \$125, \$100, etc.) remain in the container. Am I allowed to reveal this information?

A: *No. The Alcohol and Gaming Commission of Ontario prohibits the sharing of such information.*



FAQs

Q: Can staff or volunteers purchase the tickets?

A: *The licensee shall ensure that no person directly involved in or responsible for the conduct of the lottery event or involved in the sale of break open tickets shall purchase any break open tickets or participate in the game which he or she is assisting to conduct*



FAQs

Q: What do I do if I have unsold deals and/or tickets remaining at the end of my licence?

A: *Unsold tickets may be counted and carried forward to a new lottery license.*

Unsold, complete deals must be recorded and destroyed.



continued

Auxiliaries are eligible for a rebate on the Ontario Provincial Fees paid on any unsold complete deals.

Contact Kathleen for a copy of the rebate request form.



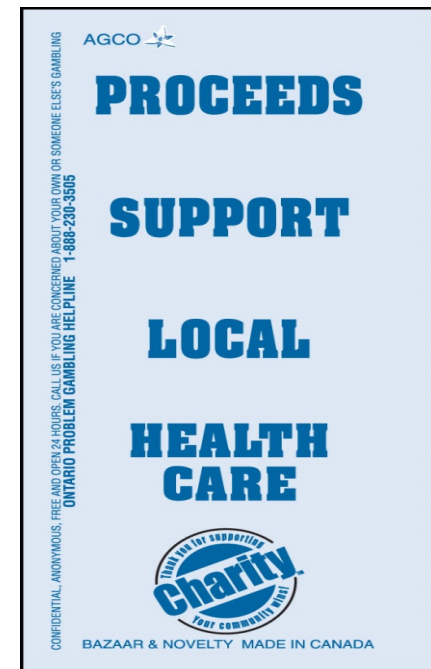
Tips for Increasing Sales

- Location – location – location! Setup your sales in a high traffic area for both potential players and staff at the health care facility. If your facility has a restaurant or other fast food outlet, these are prime locations.
- Ask the health care facility to promote the sales to its staff who will respond positively to the message that the proceeds benefit the facility.



Tips for Increasing Sales

- Promote the charity aspect with lines such as “Help support local health care by purchasing our tickets”.
- Players feel good about supporting a good cause, even if they don’t win.





Tips for Increasing Sales

- Consider selling a HELPP ticket and another seasonal ticket – players like variety.
- Make sure your sales container is clear, uncluttered and prominently displayed so players can see the tickets.



Tips for Increasing Sales

- If a player has a winner, always ask them if they want more tickets. There are plenty of \$1 winners in each deal and offering players two more tickets is an effective way to increase your sales.



Tips for Increasing Sales

- Use the point of sale materials to advertise both at your sales location and in other high traffic areas in the hospital.



POS Item – Container Card

THANK YOU
for supporting

Your Auxiliary Name

Your community wins!

50[¢]

You must be 18 years old to play
Winning tickets must be redeemed here





POS Item - Poster

**Proceeds
from charity tickets
sold here benefit**

Your Auxiliary Name

**THANK YOU
for your support**



Your community wins!



POS Item - Poster

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3 H \$100 1 WINNER
2 Ambulance \$50 1 WINNER
3 Ambulance \$10 4 WINNERS
3 Ambulance \$5 4 WINNERS
3 Ambulance \$1 20 WINNERS

50¢ 315 WINNERS FORM #4212 50¢

HELPPing Support Your Hospital

WIN UP TO \$100 INSTANTLY

50¢ per ticket

PROCEEDS SUPPORT LOCAL HEALTH CARE

Bazaar & Novelty

Charity

H.E.L.P.P.
Hospital Equipment Lottery
Project For People

3 H \$125 2 WINNERS
2 Ambulance \$100 1 WINNER
3 Ambulance \$25 4 WINNERS
3 Ambulance \$10 4 WINNERS
3 Ambulance \$5 20 WINNERS
3 Ambulance \$1 20 WINNERS

50¢ 187 BAZAAR & NOVELTY 101 WINNERS FORM #4211

HELPPing Support Your Hospital

WIN UP TO \$125 INSTANTLY

50¢ per ticket

PROCEEDS SUPPORT LOCAL HEALTH CARE

Bazaar & Novelty

Charity



POS Item - Window Sign

**SOLD
HERE**

Your Community Wins!



Contacts

- To order tickets and POS items:

Kathleen Abbruscato

HELPP Customer Service Representative

1-800-983-7300 (HELPP Toll-free)

1-877-983-7301 (toll free fax)

kabbruscato@arrowgames.com



Contacts

- For assistance with licensing, reporting and regulatory issues:

Terry Jarrell

Ontario Sales Manager

1-877-983-7300

tjarrell@arrowgames.com