



Gaming Policy and Enforcement Branch

**STANDARD PROCEDURES**  
**for Ticket Raffles**

**MAY 2010**

***Know your limit, play within it.***

For Help: 1-888-795-6111 or  
[www.bcreponsiblegambling.ca](http://www.bcreponsiblegambling.ca)

## Table of Contents

<b>1.</b>	<b>Introduction .....</b>	<b>1</b>
<b>2.</b>	<b>Roles and Responsibilities .....</b>	<b>1</b>
2.1.	Gaming Policy and Enforcement Branch .....	1
2.2.	Your organization as the gaming event licensee .....	1
2.3.	Gaming services providers .....	1
<b>3.</b>	<b>The Gaming Event Licence.....</b>	<b>2</b>
3.1.	Canceling or amending your gaming event licence .....	2
3.2.	Transferring or Assigning your Gaming Event Licence.....	2
3.3.	Applying for a conditional licence number.....	3
<b>4.</b>	<b>Types of Ticket Raffles .....</b>	<b>3</b>
4.1.	Regular ticket raffles.....	4
4.2.	Single day raffles .....	4
4.3.	Payroll deduction raffles .....	4
4.4.	Event pools, such as sports pools, cow pie bingo or New Year's baby .....	4
4.5.	Token raffles, such as rubber duck race, golf ball race or golf ball drop.....	4
4.6.	Calendar raffles .....	5
4.7.	Player drafts .....	5
<b>5.</b>	<b>Advertising and Promoting Your Ticket Raffle.....</b>	<b>5</b>
5.1.	General requirements.....	5
5.2.	Statements required in mandatory text box .....	6
5.3.	Optional statements regarding odds of winning.....	7
5.4.	Definition, location and frequency of mandatory text (standard text box or other applications) ....	7
5.5.	Mandatory statements required outside of standard text box .....	9
5.6.	Optional pre-approval of raffle advertising and marketing campaigns.....	11
<b>6.</b>	<b>Limited Exemptions: Portraying Minors as Beneficiaries .....</b>	<b>11</b>
6.1.	Exemption for non-gaming advertising and marketing.....	11
6.2.	Exemption for gaming advertising and marketing where the licensee's sole beneficiaries are minors.....	12
<b>7.</b>	<b>Responsible Gambling Standards .....</b>	<b>12</b>
<b>8.</b>	<b>Preparing Your Tickets .....</b>	<b>12</b>
8.1.	Content of the ticket .....	13
8.2.	Commercially pre-printed tickets (bearer tickets) for percentage draws (50-50 draws etc.) .....	13
8.3.	Discounted Tickets .....	14
<b>9.</b>	<b>Selling Your Tickets .....</b>	<b>14</b>
9.1.	Maintaining your ticket inventory .....	15
9.2.	Restrictions for minors (under the age of 19).....	15
9.3.	Sales not permitted via the Internet .....	15
9.4.	Sales not permitted outside of British Columbia .....	15
<b>10.</b>	<b>Revenue from Ticket Sales .....</b>	<b>16</b>
<b>11.</b>	<b>Ticket Raffle Expenses .....</b>	<b>16</b>
11.1.	Donated Expenses .....	17
<b>12.</b>	<b>Awarding of Prizes .....</b>	<b>17</b>
12.1.	Selecting the prize winners .....	17
12.2.	Early bird draws.....	18
12.3.	Recording the prize winners.....	18
12.4.	Notifying the prize winners .....	18
12.5.	Restricted prizes.....	19
12.6.	Unclaimed Prizes.....	19
<b>13.</b>	<b>Financial Control and Audit Requirements .....</b>	<b>19</b>
13.1.	Access to gaming records .....	19
<b>14.</b>	<b>Public Complaints Concerning the Conduct of Ticket Raffles.....</b>	<b>20</b>
<b>15.</b>	<b>Failure to Comply with Standard Procedures .....</b>	<b>20</b>
<b>16.</b>	<b>Gaming Policy and Enforcement Branch Contact Information.....</b>	<b>21</b>
<b>Appendix A: Advertising and Marketing Standards for the B.C. Gambling Industry .....</b>		<b>22</b>

**MAY 2010 AMENDMENTS****CLARIFICATIONS**

Section 5.1	<ul style="list-style-type: none"> <li>If prior to submitting its application a registered raffle licensee's ticket control procedures have been approved by the branch's Audit and Compliance Division, the licensee may request approval to sell any ticket at either the discounted price or the single ticket price.</li> </ul>
Section 5.4	<ul style="list-style-type: none"> <li>On websites, the height of the standard text box must be at least six per cent of screen height.</li> <li>Radio, telephone messages, and envelopes: Requirements regarding responsible gambling messaging – clarified.</li> </ul>
Section 5.5	<ul style="list-style-type: none"> <li>When a prize winner has the right to choose one prize from among two or more options, all advertising, marketing and promotion of the prize(s) must make it clear that only one choice will be awarded and the other prize options will not be awarded. <i>This advisory must be placed adjacent to the promotional text.</i></li> </ul>
Section 5.6	<ul style="list-style-type: none"> <li>Optional pre-approval of raffle advertising and marketing campaigns – clarified.</li> </ul>
Sections 6, 6.1 and 6.2	<ul style="list-style-type: none"> <li>Limited Exemptions: Portraying Minors as Beneficiaries – clarified.</li> </ul>
Section 8.2	<ul style="list-style-type: none"> <li>Commercially pre-printed tickets (bearer tickets) for 50/50 draws etc. – clarified.</li> </ul>
Section 8.3	<ul style="list-style-type: none"> <li>Discounted tickets: pricing options – clarified.</li> </ul>
Section 9.2	<ul style="list-style-type: none"> <li>A minor may not sell tickets for a Class B licensed gaming event unless the ticket value is <i>not more</i> than \$5 and the minor is doing so as a volunteer.</li> </ul>
Section 11.1	<ul style="list-style-type: none"> <li>Donated expenses are not included in the 25 per cent expenses calculation.</li> </ul>

**JANUARY 7, 2008 AMENDMENTS****REDUCED REQUIREMENTS**

Sections 5.1 and 6.1	<ul style="list-style-type: none"> <li>Registered raffle licensees whose sole beneficiaries are minors – and who have received formal written approval to that effect in advance from the branch – may depict minors in limited advertising applications where the raffle is not advertised.</li> </ul>
Sections 9.1 and 13.1	<ul style="list-style-type: none"> <li>Retention period for tickets and stubs etc. is reduced to two years from five.</li> </ul>
Section 11	<ul style="list-style-type: none"> <li>Expense limit removed for registered ticket raffles. However, if a licensee operates two successive registered ticket raffles that lose money, the branch will not issue a registered raffle licence to that licensee for a period of at least one year from the licence date of the second failed raffle. The ban will apply whether a licensee operates independently or with a partner(s).</li> </ul>

**CLARIFICATIONS**

Section 5.4	<ul style="list-style-type: none"> <li>Clarification regarding responsible gambling messages that are required in</li> </ul>
-------------	--

	pre-recorded and ad-libbed radio ads.
Section 9.4	<ul style="list-style-type: none"><li>• Ticket sales not permitted outside of British Columbia. However, a non-resident may purchase a ticket(s) if the entire payment transaction takes place while the person is in B.C. and if the ticket or a receipt is issued at that time.</li></ul>
Section 12.1	<ul style="list-style-type: none"><li>• The person responsible for selecting winning counterfoils must not wear jewelry or clothing on the arm reaching into the container; the arm must be bare from the elbow to the hand.</li></ul>

**ADDED REQUIREMENTS**

Sections 5.4	<ul style="list-style-type: none"><li>• Any single surface of an envelope that includes raffle advertising must also include the statement "Ticket purchasers must be 19 years of age or older."</li></ul>
--------------	--

## 1. Introduction

This document provides the rules that must be followed when conducting and managing a ticket raffle in British Columbia. Ticket raffles include regular raffles, single day raffles such as 50/50s or meat draws, event pools such as sports pools or cow pie bingo, token raffles such as rubber duck races, calendar raffles, player drafts, or other such schemes.

These Standard Procedures are a condition of the gaming event licence and apply to the gaming event licensee, gaming services providers, and all volunteer and hired staff involved in the operation of the ticket raffle.

## 2. Roles and Responsibilities

### 2.1. Gaming Policy and Enforcement Branch

The branch regulates gaming in British Columbia and ensures the integrity and lawful conduct and management of gaming in the province.

This includes issuing gaming event licences to eligible organizations and ensuring licensees comply with the Criminal Code, British Columbia's Gaming Control Act (the Act) and Gaming Control Regulation, the branch's public interest standards where applicable, and the conditions of their licence.

The Assistant Deputy Minister and General Manager, hereafter referred to as the General Manager, is the head of the branch and responsible, under the direction of the Minister, for the administration of the Act.

### 2.2. Your organization as the gaming event licensee

Licensees must comply with Canada's Criminal Code, British Columbia's Gaming Control Act and Gaming Control Regulation, and all relevant rules, policies and standards.

The volunteer Board members of your organization are responsible for the proper conduct and management of gaming events for which they are licensed. This responsibility cannot be delegated. This includes ensuring its ticket raffles are conducted in accordance with these Standard Procedures, the Conditions of the licence, and any additional conditions imposed by the branch.

Certain duties associated with a ticket raffle cannot be delegated to other parties. At a minimum, the volunteer Board of the licensee must perform the following duties:

- Review and sign the licence application form;
- Be accountable for the proper conduct and management of all draws for all prizes. The Board may provide written delegation for a volunteer in its organization to provide oversight for prize draws valued at \$1,000 or less. A Board member must oversee all draws for prizes valued at more than \$1,000; and
- Approve and sign the Gaming Event Revenue Report and Gaming Account Summary Report, if applicable.

Any known or suspected criminal activity regarding the conduct, management and operation of a licensed gaming event, or use of net proceeds, must be reported to the branch and local police immediately.

### 2.3. Gaming services providers

Licensees may contract with a gaming services provider to assist with its ticket raffle as long as the contractor is registered with the branch as a gaming services provider for that type of event.

Mail distribution services, retail or individual ticket sellers and companies that print raffle tickets are not required to be registered with the branch. A call-centre must be registered with the branch as a gaming services provider.

Contracts with gaming services providers must not exceed 12 months in duration but may include an option to renew for an additional 12 months at the discretion of the licensee. The contract must state the total contract value and specify the fees for services and must be supported by a detailed business plan. All contracts associated with a gaming event, including service contracts, must be paid out of the licensee's gaming account.

As part of the gaming records for the ticket raffle, which must be retained for a five-year period, your organization must obtain and keep on file a statement from the gaming services provider that fully discloses all of its expenses from that raffle.

### **3. The Gaming Event Licence**

Generally, a licence is issued for a single ticket raffle where tickets are sold and winning tickets drawn during a period of time not exceeding four months. A licence may be issued for up to a 12-month period, permitting a series of ticket raffles of the same type with similar selling periods, number of tickets and price of tickets.

Class A gaming event licences are for gaming events that could potentially generate more than \$20,000 in gross revenue. For ticket raffles, the three categories are:

- Registered Raffle – when anticipated gross revenue is \$250,000 or more.  
All licensees of registered ticket raffles must satisfy the branch's registration requirements. The minimum requirement is registration of the person in charge of the event and of the person in charge of financial accountability for the event;
- Major Raffle – when anticipated gross revenue is \$100,000 or more but less than \$250,000; and
- Minor Raffle – when anticipated gross revenue is more than \$20,000 but less than \$100,000.

A Class B gaming event licence is issued for any ticket raffle whose potential gross revenue is \$20,000 or less.

Class C gaming event licences are issued to the Board of an eligible fair or exhibition.

Unless otherwise noted, standard procedures for Class A, Class B and Class C licensed ticket raffles are the same.

A Class D gaming event licence is issued for any ticket raffle whose potential gross revenue is \$5,000 or less. Please see the Standard Procedures for Class D Ticket Raffles and Independent Bingos.

To conduct any form of a ticket raffle without a licence is unlawful.

#### **3.1. Canceling or amending your gaming event licence**

Cancellation of, or amendments to, your ticket raffle licence will be considered only if ticket sales have not commenced. Once tickets have been sold, the licence cannot be cancelled and amendments will not be considered.

To cancel or amend its licence, your organization must submit a written request to the branch. The request must be signed by two signing authorities, one of whom must be an officer of your organization.

#### **3.2. Transferring or Assigning your Gaming Event Licence**

A gaming event licence may not be transferred, assigned, lent or borrowed.

### 3.3. Applying for a conditional licence number

An applicant for a registered raffle licence may apply for a conditional licence number. This enables the applicant to include the number (which is required in all advertising, marketing and promotional materials) in the advance preparation of those materials.

The optional process includes two stages, as follows:

#### Stage One – Conditional licence number – Occupancy permit for prize home

- In its application for a registered raffle licence, the applicant requests that a conditional licence number be issued in advance of the licence.
- At its earliest convenience, the applicant will forward to the branch a copy of the local government occupancy permit or equivalent document.
- The branch may consider the prize home to be substantially complete and may present the applicant with a conditional licence number. If a conditional licence number is awarded, the conditional licence holder may wish to begin the production of materials promoting the raffle.
- The conditional licence number must be included (as if the licence had already been issued) in such materials. (Note: If a licence is issued in stage two, below, the licence will include the same [conditional] licence number issued in stage one.)
- Ticket sales and/or advertising are not permitted to begin at this stage.

#### Stage Two – Licence – Ready to award

- At the appropriate time, the conditional licence holder must inform the branch that the prize home is complete. A branch or other appropriate government employee may view the prize home to ensure all elements of the prize as described in the application are present, appropriately placed, and in compliance with the terms of the licence. The viewing will include the interior and exterior of the structure(s) and the attached property.
- If the branch's decision is that the prize home is ready to award, the branch will issue a licence. The registered raffle licensee is permitted to begin its promotional campaign as soon as the licence is issued.
- If the branch's decision is that the prize home is not ready to award, the branch may refuse to issue a licence.
- Until the branch decides that the prize home is ready to award, the conditional licence holder is not permitted to advertise or sell tickets. A subsequent viewing may be arranged with the branch.
- Advertising, marketing, promotion and other communication with the public or raffle stakeholders is not permitted to indicate that the branch conducts such viewings and/or endorses a prize in any way.

## 4. Types of Ticket Raffles

A gaming event licence may be issued for the following types of ticket raffles. Other types of raffles may be licensed if the branch is confident the gaming event complies with requirements and the integrity and accountability of the gaming event will be maintained.

With the exception of single-day raffles, sports pools and player drafts, and payroll deduction raffles, all ticket sales and the selection of the winners must take place within a four month period.

#### 4.1. Regular ticket raffles

The most common type of ticket raffle is a “regular ticket raffle.” For this type of raffle, prizewinners are determined through the drawing of counterfoils or ticket stubs from a draw container.

Ticket stubs must be identical in size, weight and shape.

Regular raffles include reverse or elimination draws, in which the prizewinners are the last counterfoils to be drawn from the container, rather than the first.

#### 4.2. Single day raffles

For these types of raffles, ticket sales and the draw take place on a single day at a single location. A series of draws may be held on each draw date.

Types of raffles conducted in this manner include:

- Percentage based raffles, such as 50/50s, where the prize is a percentage of the money earned through ticket sales.
- Meat draws, where the prizes are portions of meat.

Bearer tickets may be used for these types of raffles if all requirements of section 8.2 are met.

Progressive draws are permitted only if all requirements of section 8.1 are met, and must be conducted on the same day of ticket sales.

#### 4.3. Payroll deduction raffles

A payroll deduction raffle is where a group of co-workers consent to having a portion of each pay cheque deducted and one of them wins a percentage of the total money deducted. For this type of raffle, accountability requirements include documentation demonstrating the employee's consent to the wage deduction for a specified period.

#### 4.4. Event pools, such as sports pools, cow pie bingo or New Year's baby

An event pool is where each ticket includes a pre-selected result of an upcoming event, or in the case of sports pools, a series of sporting events. The winner is determined by having the ticket with the selection closest to the actual event results.

Before a licence will be issued for this type of raffle, your organization must:

- Specify the period of time or series of sport events covered by the pool. Sports pools cannot be based on the outcome of a single sporting event;
- Ensure the predicted result is clearly stated;
- Demonstrate that the result is unknown during the ticket sales period;
- Identify the source of information or judge of the official result; and
- Provide detailed description of the method of determining winners and how fairness will be ensured, including the process to be used to deal with ties, no ticket matching the winning result or other disputed results.

#### 4.5. Token raffles, such as rubber duck race, golf ball race or golf ball drop

A token raffle is where the number of each sold ticket corresponds to a number on an object or token used to determine the winners. A ticket is comprised of three parts:

- The ticket retained by the participant,
- The counterfoil or ticket stub retained by the ticket seller, and
- A corresponding token used to determine the winner. Tokens must be identical in size, weight, shape and be uniquely identified by a number corresponding to the sold ticket.

Before a licence will be issued for this type of raffle, your organization must:

- Provide a detailed description of the tokens; and

- Provide detailed description of the method of determining winners and how fairness will be ensured, including the process to be used to deal with ties or other disputed results.

#### 4.6. Calendar raffles

Sequentially numbered tickets, or calendars numbered as tickets, are sold with various dates designated as prize days during the calendar year. Winning numbers are drawn on a specified date on or before the first prize day. Prize winners are announced on designated prize days.

#### 4.7. Player drafts

Player drafts are licensed for the duration of a specific series of sporting events or a playing season, as well as a selling period leading up to the sporting events or season. Player drafts can be run in many different ways and with many different sports. Therefore, to be issued a licence, your organization must provide detailed rules about how its event will be conducted and managed.

## 5. Advertising and Promoting Your Ticket Raffle

**NOTE:** The following requirements were developed to address a broad range of advertising and marketing scenarios. These requirements apply to all advertising and marketing media, whether cited in this document or not. In cases not specifically covered here, it is expected that licensees will follow the “spirit” of the requirements.

These requirements apply to raffle licensees who advertise and/or market in the commercial media and/or on the Internet. Typically, this includes registered and major raffles; however, these requirements apply to all raffle licensees as appropriate, and to third parties.

### 5.1. General requirements

A ticket raffle may not be advertised until the organization has received its gaming event licence for that raffle.

Ticket raffles must not be advertised or promoted, nor may tickets be sold, outside of British Columbia.

All advertising, including third-party advertising, must conform to these requirements and to the *Advertising and Marketing Standards for the B.C. Gambling Industry*, provided in Appendix A.

The *Standards* include, among other things, the requirement that advertising and marketing materials not promote gambling to minors:

- by including or portraying individuals who are, or appear to be, minors (under 19), or where the primary audience is expected to be minors.

*Please see exemption for registered raffle licensees whose sole beneficiaries are minors, Section 6.1.*

The Province expects that registered raffle licensees will provide a fair and clear opportunity for a prospective customer to easily find out what all prizes are and the individual retail or fair market value of each prize.

If prior to submitting its application a registered raffle licensee’s ticket control procedures have been approved by the branch’s Audit and Compliance Division, the licensee may request approval to sell any ticket at either the discounted price or the single ticket price. When approved by the branch this option must be reflected in all advertising and tickets. This may include a statement to the effect that the number of tickets in each price range may change, but the total number of tickets for sale will not change.

In addition to these general requirements, certain information must be displayed in a specific, standardized format, hereafter called the “standard text box.” See sections 5.2 and 5.4 for details.

**Standard text box – scaled-down facsimile**

Chances are 1 in XXX,XXX (total tickets for sale) to win a grand prize.	BC Gaming Event Licence #XXXXXX
Problem Gambling Help Line 1-888-795-6111 www.bcreponsiblegambling.ca	Know your limit, play within it.
19+ to play!	

Additional important information about licensed gaming events must be provided to the public, but the format for this information is generally left to the discretion of the licensee. See section 5.5.

**5.2. Statements required in mandatory text box**

Each licensee is required to display the following pieces of critical information in the standard text box. (For details regarding TV and radio, please see the end of section 5.4)

The provincial responsible gambling message, “***Know your limit, play within it.***” must be displayed or announced in all raffle advertising and marketing in all forms of media.

The following responsible gambling messages must be included in all print and Internet advertising and marketing:

**Problem Gambling Help Line: 1-888-795-6111**  
[www.bcreponsiblegambling.ca](http://www.bcreponsiblegambling.ca)

The table below correlates mandatory statements with the advertising media in which they must appear. Permissible text box formats are included in Section 5.4.

Mandatory Statements Required Inside Text Box	Brochures etc. (Brochures, inserts, mail-outs, and calendars etc.)	Web sites	Print media, emails	Printed posters, banners and billboards etc.	TV	Radio
Gaming event license number, to be shown as: “BC Gaming Event Licence #_____”	✓	✓	✓	✓	✓	
Responsible gambling message, in bold italics: “ <b><i>Know your limit, play within it.</i></b> ”	✓	✓	✓	✓	✓	✓
“Problem Gambling Help Line: 1-888-795-6111” “ <a href="http://www.bcreponsiblegambling.ca">www.bcreponsiblegambling.ca</a> ”	✓	✓	✓	✓		
Electronic link to “ <a href="http://www.bcreponsiblegambling.ca">www.bcreponsiblegambling.ca</a> ”		✓				
For Class A and Class C gaming event licences, the statement: “19+ to play!”	✓	✓	✓	✓	✓	✓
Required statement: “Chances are 1 in XXX,XXX (total tickets for sale) to win a grand prize.”	✓	✓	✓	✓		
NOTE: Parentheses ( ) and content in parentheses must be included in the published text, as shown above.						

### 5.3. Optional statements regarding odds of winning

The following statements may be used in the main body of the advertisement or marketing product:

1. "Chances are 1 in XXX,XXX (total tickets for sale) to win a grand prize."
  2. "Chances are 1 in [total number of tickets printed for sale divided by the number of prizes available] to win any prize."
  3. "Actual odds depend on number of tickets sold."
- If used, statements 2 and/or 3 must be accompanied by statement 1. (Statement 1 must appear in the text box in any case, as described in Section 5.2).
  - If used, statements 2 and/or 3 must be positioned after statement 1 and must not be in a larger font size or a more prominent style than statement 1.
  - No other statements relating to odds or chances of winning are permitted.

NOTE: Content in parentheses ( ) in statement 1 must be included in the published text. Content in square brackets [ ] in statement 2 should *not* be included in the published text.

### 5.4. Definition, location and frequency of mandatory text (standard text box or other applications)

As mentioned in section 5.2, there are some mandatory statements that must be presented in the standard text box. The text box must be located at the bottom of the ad, page, screen or poster.

#### Required dimensions – standard text box

- The standard text box consists of a white area with black text, a black area with bold white text, and a border. The black area is about twice the height of the white area.
- The minimum height of the standard text box is 15 millimetres.
- The standard text box must extend across the entire width of the ad, page, poster or screen.
- The white and black areas of the standard text box must accommodate the minimum permissible sizes of the text, as shown in the facsimile below.

#### Required location and frequency of standard text box, by medium

*Brochures etc.* (Includes brochures, inserts, mail-outs and calendars etc.)

- Once each on the front cover, the back cover and on the order form.  
(If the order form is on the back cover, only one insertion is required on that page.)

*Web sites*

- Once at the bottom of each of the "splash" page (if applicable), home page, ticket order page and any page that markets or sells the raffle. This means, for example, the standard text box need not be included on pages presenting a tour of a prize home or displaying *other* prizes.
- Web sites must include an electronic link to "www.bcreponsiblegambling.ca"
- The height of the standard text box must be at least 6% of the screen's height.

*Printed poster (includes banners and billboards etc.)*

- Once at the bottom of the poster, banner or billboard.
- Text must be in proportion to that required for newspaper advertising.  
The height of the standard text box must be either 5 per cent of the total height of the poster, banner or billboard (including the text box) or 15 millimetres, whichever is greater.

Print media, emails, newspapers, magazines

- Once at the bottom of the ad or email.

**Standard text box and minimum font sizes**

*full-size facsimile*

Chances are 1 in XXX,XXX (total tickets for sale) to win a grand prize. BC Gaming Event Licence #XXXXXX.

Problem Gambling Help Line 1-888-795-6111  
www.bcreponsiblegambling.ca

**Know your limit, play within it. 19+ to play!**

Arial 10, uncondensed.

Arial 10, uncondensed.

Arial 9, uncondensed, bold.

Arial 14, uncondensed, Italics, Bold.

Arial 12, uncondensed, bold.

**Permissible alternative text box formats for narrower advertising treatments – for all media except television and radio (For TV and radio, please see below.)**

Text sizes remain as in facsimile above. In order to accommodate these text sizes the height of the text box may be greater than 15 millimetres.

*full-size facsimile*

Chances are 1 in XXX,XXX (total tickets for sale) to win a grand prize.  
BC Gaming Event Licence #XXXXXX

**Know your limit, play within it.**

Problem Gambling Help Line 1-888-795-6111  
www.bcreponsiblegambling.ca 19+ to play!

*full-size facsimile*

Chances are 1 in XXX,XXX (total tickets for sale) to win a grand prize.  
BC Gaming Event Licence #XXXXXX.

**Know your limit, play within it.**

Problem Gambling Help Line 1-888-795-6111  
www.bcreponsiblegambling.ca 19+ to play!

**Television** *scaled-down facsimile*

BC Gaming Event Licence #XXXXXX **Know your limit, play within it.** 19+ to play!

- During at least last 10 seconds of ad, bottom of screen.
- At least 6 per cent of the height of the screen.

## Radio

### *Most radio ads*

Except for radio tags (see below), all radio ads used to market a gaming event must include the following text, which must be announced at the end of the ad. The announcement must be made slowly enough for the average listener to understand the message and in such a way that the listener connects these messages to the rest of the raffle ad.

- “Ticket purchasers must be 19 years of age or older.” or “19 plus to play.” and,
- “Know your limit, play within it”.

### *Radio tags (Traffic, news, weather, etc.)*

For example, “Traffic brought to you by [*name of charitable organization or charitable raffle*].”

In order for it to be considered a radio tag, sponsor information must be limited to the name of the charitable organization or the charitable lottery only.

- No responsible gambling messaging is required.

### *Ad-libbed advertisements, discussions and interviews*

The following text must be announced at the end of an ad-libbed ad, discussion or interview. The announcement must be made slowly enough for the average listener to understand the message and in such a way that the listener connects these messages to the rest of the raffle ad.

- “Ticket purchasers must be 19 years of age or older.”

## Telephone Messages

The following text must be announced at the end of a live or pre-recorded marketing phone call. The announcement must be made slowly enough for the average listener to understand the message and in such a way that the listener connects these messages to the rest of the raffle message.

- “Ticket purchasers must be 19 years of age or older.”

## Envelopes

- Any single surface of an envelope that includes only the logo for a ticket raffle must also include the statement “Ticket purchasers must be 19 years of age or older.”
- Although the presentation style for this text is generally left to the discretion of the licensee, the text must be at least size 12 font and uncondensed, and must contrast with the background pattern and/or color.
- Any other advertising that is included on an envelope, other than the logo, must comply with the additional requirements outlined in section 5.5 and include the statement “Ticket purchasers must be 19 years of age or older.”

### **5.5. Mandatory statements required outside of standard text box**

Other specific information about a licensed gaming event must be provided to the public in all raffle advertising and marketing.

Although the presentation style for this text is generally left to the discretion of the licensee, in all but radio the text must be at least size 12 font and uncondensed, and must contrast with the background pattern and/or color.

The table below correlates mandatory information with the advertising media in which they must appear.

<p align="center"><b>Mandatory Statements Required Outside of Standard Text Box</b></p>	<p align="center">Brochures etc. (Brochures, inserts, mail-outs and calendars etc.)</p>	<p align="center">Web sites</p>	<p align="center">Print media, emails</p>	<p align="center">Printed posters, banners and billboards etc</p>	<p align="center">TV</p>	<p align="center">Envelopes (with additional advertising as detailed in section 5.4)</p>
Name and address of the licensee and year-round contact telephone number.	✓	✓				
Total value of prizes to be awarded. The stated value of prizes being offered must be based on retail or fair market value.	✓	✓				
Cash alternatives to prizes, if applicable.	✓	✓				
Method of determining winners and awarding prizes.	✓	✓				
Price of tickets.	✓	✓				
When a prize winner has the right to choose one prize from among two or more options, all advertising, marketing and promotion of the prize(s) must make it clear that only one choice will be awarded and the other prize options will not be awarded. This advisory must be placed adjacent to the promotional text.	✓	✓	✓	✓	✓	✓
Sales cut-off dates and times for early bird draws, when advertised. Placed adjacent to promotional text.	✓	✓	✓	✓	✓	✓
Location, date and time of all draws.	✓	✓				
Date and location for the publication of the winners' names.	✓	✓				
The rules of play for the raffle, or direction on how to access the rules of play (for example, referral to a website). The rules must include: <ul style="list-style-type: none"> <li>• Statement of restriction of play and conflict of interest guidelines;</li> <li>• Statement of required presence at the draw as a condition of winning, if applicable; and</li> <li>• Statement of participants' responsibility for the cost of prize delivery, if applicable.</li> </ul>	✓	✓	✓	✓		
The sentence "Tickets may be sold and purchased only in British Columbia" must appear.	✓	✓				

### 5.6. Optional pre-approval of raffle advertising and marketing campaigns

Registered raffle licensees may request pre-approval of raffle advertising and marketing campaigns. The request may be made via e-mail to [Gaming.Branch@gov.bc.ca](mailto:Gaming.Branch@gov.bc.ca), "Attention: Compliance Auditor." The branch will endeavour to provide a five working day turnaround for all pre-approval requests. In order to accommodate this, the licensee must submit complete advertising/marketing materials, including a graphic of the final layout, its dimensions and planned use (i.e. newspaper, banner, etc.).

Multi-page brochures must be submitted as a complete document, and pagination and/or folds must be clearly indicated. Individual pages of a multi-page brochure will not be pre-approved separately.

A physical mock up of the brochure and/or additional information may be required to process a pre-approval request.

## 6. Limited Exemptions: Portraying Minors as Beneficiaries

All advertising and marketing materials, including third-party materials, **must** conform to the requirements in this section and to the *Advertising and Marketing Standards for the BC Gambling Industry*, provided in Appendix A, including the protection of minors.

The Province reserves the right to review any of a licensee's related products in advance of their use to ensure compliance with provincial standards and the exemptions outlined in sections 6.1 and 6.2.

Each licensee's performance regarding the use of minors will be routinely monitored and their licence revoked if necessary.

### 6.1. Exemption for non-gaming advertising and marketing

Licensees may use images of minors in materials that promote their charitable organization (i.e. annual reports, thank you letters to donors, etc.) but which are not related to the advertising and marketing of a gaming event. These materials may generally describe the beneficiaries of the licensee's gaming revenues and depict any of the specific beneficiaries of the licensee's gaming event, subject to the conditions below.

When organizational materials include images of minors on pages where gaming is referred to, the materials:

- Must adhere to the Advertising and Marketing standards issued by the Province;
- Must be approved in writing in advance by the Gaming Policy and Enforcement Branch;
- Must not appear at any point of sale; and
- Must not include any reference to marketing, sale or purchase of any lottery or gaming products.
- May include images of beneficiaries in an appropriate and relevant setting. In general, images should be of large groups. Images of individual minors will be acceptable only if it can be demonstrated that no large-group images are possible and appropriate;
- May include the licensee's brand and/or logo and refer to the beneficiaries; and
- May appear on website pages operated by the licensee or a partner organization providing the pages contain material related only to beneficiaries of the licensee's programs and no material promoting sale or purchase of any gaming products. Website pages operated by any organization with which the licensee has a relationship (e.g.: a partner organization) or any of that organization's communication materials (e.g.: newsletters), may not use images of minors in relationship to, or in the vicinity of, gaming products or related materials.

## 6.2. Exemption for gaming advertising and marketing where the licensee's sole beneficiaries are minors.

This exemption applies only to registered raffle licensees whose sole beneficiaries are minors and who have received formal written approval to that effect in advance from the branch.

The above licensees may, photographically or in similar graphic ways, depict in certain advertising and marketing tools minors and related people or objects relevant to the organization's purpose, subject to the following requirements:

- The depiction of each minor must be supported with previously obtained full, written, legal permission signed by each minor's parent or guardian. This document must explicitly grant permission for the minor to be depicted in lottery advertising, marketing and promotion. Each permission document is to be held on file by the licensee;
- The depiction of minors is limited to one page (that is not the front cover) of any brochure insert, mail-out, calendar, envelope, flyer inserted in a newspaper, and/or web site. Raffle advertising, promotion or marketing must not occur on that page. No other media are permitted in this exemption, including but not limited to TV ads, radio ads, newspaper ads, printed posters, banners and billboards;
- The depiction shows a minor(s) in a health care or similar setting that shows the manner in which proceeds will serve the minor's needs;
- Each depiction of minors in the proposed advertising tool is approved, in writing in advance, by the Gaming Policy and Enforcement Branch; and
- The licensee complies with all other requirements in these Standard Procedures and related documents, with one exception: If the page on which a minor is depicted is the back cover of, for example, a brochure, the standard text box placement required in Section 5.4 is waived; i.e. the standard text box will be required only on the cover and on the order form page.

## 7. Responsible Gambling Standards

The Province of British Columbia is committed to ensuring gambling activities are carried out in a socially responsible manner. The Province has developed "Responsible Gambling Standards for the BC Gambling Industry." The Responsible Gambling Standards focus on ensuring that:

- The industry engages in responsible advertising and promotion (in concert with the Province's Advertising and Marketing Standards);
- Minors are prevented from gambling;
- Patrons have the necessary information with which to make informed choices related to gambling;
- Persons negatively affected by gambling have access to timely and effective information and assistance;
- Gambling-related risks are minimized through responsible practices;
- Customers are made aware of key financial transaction policies; and
- Voluntary self-exclusion programs are available.

Standards 1, 2.2, 2.3, 4.1, 4.2 and 4.4 apply to gaming event licensees.

The complete Responsible Gambling Standards for the BC Gambling Industry can be found at: [www.pssq.gov.bc.ca/gaming/responsible-gambling/docs/stds-responsible-gambling.pdf](http://www.pssq.gov.bc.ca/gaming/responsible-gambling/docs/stds-responsible-gambling.pdf)

## 8. Preparing Your Tickets

Where tickets are sold and used to determine a winner, tickets must be consecutively numbered with an identifiable beginning and end.

Only the number of tickets approved for a gaming event licence shall be offered for sale.

### **8.1. Content of the ticket**

Each ticket must have two separate parts, each detachable from the other. One portion of the ticket is retained by the purchaser of the ticket and the other portion is retained by the ticket seller.

Token raffles, referenced in section 4.5, have a third part for each ticket used to determine the raffle winner.

**Part 1 of the ticket**, to be retained by the person buying the ticket, must include:

- Name and address of the licensee and year-round contact phone number;
- Gaming event licence number, to be shown as "BC Gaming Event Licence #\_\_\_\_\_";
- Location, date and time of all draws, including early bird draws;
- Sequential number of the ticket;
- Number of tickets printed in each price category;
- Price of the ticket;
- Statement of required presence at the draw as a condition of winning, if applicable;
- Statement of participants' responsibility for the cost of prize delivery, if applicable; and
- The words "Winners consent to the release of their names by the licensee."
- For Class A and Class C gaming event licences, the statement, "Ticket purchasers must be 19 years of age or older."

**Part 2 of the ticket**, which is retained by the ticket seller and referred to as the counterfoil or ticket stub, must include:

- Place for the name, address and telephone number of the ticket purchaser;
- Gaming event licence number, to be shown as "BC Gaming Event Licence #\_\_\_\_\_"; and
- Sequential number of the ticket.

Where a series of raffles is conducted under a single licence, tickets for each raffle must be differentiated from the other tickets used in the series (i.e., unique ticket numbers or ticket colours).

Tickets may be printed in any language, if approved by the branch before the gaming event licence was issued. For pre-approval, an English translation by a certified member of the Society of Translators and Interpreters of British Columbia must be submitted.

### **8.2. Commercially pre-printed tickets (bearer tickets) for percentage draws (50-50 draws etc.)**

Commercially printed tickets (known as bearer tickets--usually rolls of double-printed tickets in varying colours) are commonly used for meat draws or percentage-based draws, such as 50/50 draws, but cannot be used for progressive draws.

Commercially pre-printed and consecutively numbered tickets are permitted under the following circumstances only:

- Tickets are sold and the draw is conducted on the same day at a single location; and
- Ticket buyers are present to claim their prize. If a ticket holder is not present to claim the prize during the draw, additional ticket stubs or counterfoils must be drawn until the prize can be awarded.
- If a series of draws are conducted on a single day, the tickets sold for each draw must be uniquely identifiable from tickets sold for other draws conducted on the same day.

### **8.3. Discounted Tickets**

#### **Registered raffles**

Discounted tickets are those sold in groups (e.g., 3 for \$10, 10 for \$25). To ensure financial accountability is maintained these tickets must be printed as a separate series with sequential numbers for each price category.

If prior to submitting its application a registered raffle licensee's ticket control procedures have been approved by the branch's Audit and Compliance Division, the licensee may request approval to sell any ticket at either the discounted price or the single ticket price. When approved by the branch this option must be reflected in all advertising and tickets. This may include a statement to the effect that the number of tickets in each price range may change, but the total number of tickets for sale will not change. Registered raffle licensees must state in their request the maximum potential gross revenues of the raffle. Licensees also must maintain a written reconciliation, by selling price, of tickets sold.

#### **Non-registered raffles**

Discounted tickets are those sold in groups (e.g., 3 for \$10, 10 for \$25). To ensure financial accountability is maintained, these tickets must be:

- A different ticket colour for each price category; or
- A separate series of sequential numbers for each price category.

Discounted tickets cannot be split and sold separately. Single tickets must be sold for the price indicated on the ticket and cannot be sold as discounted tickets. Licensees must maintain a written reconciliation, by selling price, of tickets sold.

## **9. Selling Your Tickets**

Raffle tickets must be sold for the price indicated on the ticket. For raffles using bearer tickets, all tickets must be sold for the price approved by the gaming event licence.

A copy of the gaming event licence including amendments and the rules of play for the raffle must be posted or available during ticket sales and at each selling venue.

Tickets may be sold for cash, credit card, certified cheque, Interac or money order. If payment is made by a non-certified cheque or a credit card that is manually processed, the ticket stub or counterfoil cannot be included in any draw until the payment clears.

Members of your organization responsible for the conduct and management of the ticket raffle and employees of contracted gaming services providers are not permitted to purchase tickets for that raffle.

Tickets must not be distributed to persons who have not agreed to sell or buy them.

Class A gaming event licensees may pay a fee or commission to ticket sellers not exceeding 10 per cent of each ticket sold. Any such amount is considered an expense.

### **9.1. Maintaining your ticket inventory**

Your organization must be able to account for all tickets, whether sold or unsold. As part of its gaming records, which must be retained for five years, your organization must retain:

- The purchase invoice for all tickets. If your tickets are obtained from a printing company, the invoice must specify the first and last of the sequential numbers of the tickets for each series of tickets;
- A record by ticket number and series of all sold and unsold tickets; and
- A record of tickets distributed for sale and returned.

Tickets must be retained as follows:

- All ticket stubs or counterfoils, and unsold tickets, must be retained for two years or until the branch has audited that particular raffle, whichever comes first.
- Bearer tickets and stubs need not be retained, except for winning tickets.

### **9.2. Restrictions for minors (under the age of 19)**

Under a Class A or Class C gaming event licence:

- Tickets must not be sold to a person under the age of 19; and
- Minors may not sell tickets on behalf of your organization.

If your organization has a Class B gaming event licence, it may not sell tickets to a minor unless the minor is:

- 13 years of age or older; or
- Accompanied by an adult who is apparently the minor's parent or guardian and who consents to the sale.

A minor may not sell tickets for a Class B licensed gaming event unless the ticket value is not more than \$5 and the minor is doing so as a volunteer.

### **9.3. Sales not permitted via the Internet**

Purchase and sale of raffle tickets via the internet is not permitted by the Criminal Code of Canada.

Internet web sites may be used to receive orders for the purchase of tickets if:

- The web site is used only to accept orders to purchase tickets; and
- The address of the potential ticket purchaser is confirmed to be within British Columbia.

### **9.4. Sales not permitted outside of British Columbia**

The entire payment transaction must take place in British Columbia. Orders for tickets must not be accepted from, or processed for, persons located outside the province at time of purchase.

A non-resident of British Columbia may purchase a ticket if the entire payment transaction takes place while the person is in British Columbia and if the ticket or a receipt is issued at that time. If a receipt is issued, the licensee must as soon as possible mail the confirmation of ticket numbers purchased to the purchaser at the out-of-province address provided. If for any reason the purchaser does not receive the confirmation by the time of the draw, the receipt will count as a valid confirmation of the ticket purchase.

Tickets or receipts must not be distributed to, mailed or otherwise sent to a non-resident's third-party address in B.C.

## 10. Revenue from Ticket Sales

If your organization has a gaming bank account, all cash or cash equivalent proceeds from the ticket raffle must be deposited into the gaming account immediately upon receipt of those funds.

Funds received through credit card purchases must be deposited to the gaming account as soon as is practicable after receipt.

If your organization generates \$20,000 or less in gross revenue annually through licensed gaming events and does not have a gaming account, it must deposit all cash or cash equivalent proceeds from the ticket raffle to a bank account bearing your organization's full name.

For more information, please refer to:

- Section 12 of the Guidelines for Applying for a Class A or Class B Gaming Event Licence; and
- The section titled, "Financial Control and Audit Requirements" of the Conditions for a Class A or Class B Gaming Event Licence."

## 11. Ticket Raffle Expenses

Actual and reasonable expenses directly related to the conduct and management of a ticket raffle may be paid from your organization's gaming account.

The expense calculation must include all raffle related expenses, whether initially paid for with gaming funds or, as in the case of staff salaries, from an organization's general account. In the latter case, the gaming account must reimburse the general account for the raffle expenses, and the expenses must be reflected in the Gaming Event Revenue Report.

Receipts documenting exact amount of each expense must be retained as part of the gaming records for the ticket raffle.

**Registered raffles** (anticipated gross revenue of \$250,000 or more): There is no limit on the amount paid for expenses. However, if a licensee operates two successive registered ticket raffles that lose money, the branch will not issue a registered raffle licence to that licensee for a period of at least one year from the licence date of the second failed raffle.

The ban will apply whether a licensee operates independently or with a partner(s).

**All raffles other than registered raffles** (anticipated gross revenue less than \$250,000): Expenses must not exceed 25 per cent of the actual gross revenue of the ticket raffle. Prize costs are not included in the 25 per cent maximum expense calculation.

As appropriate, permitted expenses for all licensees include, but are not limited to:

- Advertising and promotion costs attributable to the raffle;
- Wages and salaries of staff attributable to the raffle;
- Ticket and other printing costs attributable to the raffle;
- Postage/ mailing costs directly related to the raffle;
- Rent for venue(s) used for your raffle;
- Contract fees for gaming services providers or accounting firms attributable to the raffle;
- Processing fee for gaming event licence;
- Costs related to prizes, such as transporting the prizes to ticket selling venues, repair and maintenance of the prize, or insurance for the prize;
- Fees or commissions paid to ticket sellers, which cannot exceed 10 per cent of the price of each ticket sold; and
- Volunteer out-of-pocket expenses. Volunteers may be reimbursed for out-of-pocket expenses related to the gaming event but cannot be paid remuneration for their time committed to the gaming event. The licensee must retain receipts for volunteer out-of-pocket expenses with its gaming records.

Expenses must not be calculated as a percentage of ticket sales revenue.

No costs, including taxes, may be charged to the winner(s) or claimed as an expense for the transfer of property or title into the winner's name. All taxes are included in the cost of prizes.

### **11.1. Donated Expenses**

Donated expenses are services such as ticket printing that may be provided to your organization from a third party at no cost. Donated expenses are not reported on the Gaming Event Revenue Report and are not included in the 25 per cent expenses calculation.

## **12. Awarding of Prizes**

Draws may only be held on the locations, dates and times specified in the gaming event licence or approved amendment. All draws must be open to all ticket holders, who shall be entitled to be present at the draw without additional charge.

All prizes offered in the ticket raffle must be awarded as advertised and as approved when the gaming event licence was issued.

The total number of prizes advertised and awarded must be the same as the total number of winning tickets drawn.

Each ticket purchased by a draw cut-off date must have the same chance to win in that draw.

A copy of the current approved licence, amendments and the rules for the raffle must be posted or available during sales and at the time and locations of the draws.

### **12.1. Selecting the prize winners**

Before conducting the draw, your organization must:

- Ensure each sold ticket forms part of the draw; and
- Reconcile the number of sold tickets and unsold tickets with the number of counterfoils in the draw container, to ensure that only eligible tickets form part of the draw.

The sequence of drawing to award prizes must be announced before the draw starts.

Where the method of selecting the winner is by drawing a counterfoil from a barrel or some other form of container, the following requirements must be met:

- The person responsible for selecting winning counterfoils:
  - Cannot own a ticket or own a share of a ticket in the draw;
  - Must not wear jewelry or clothing on the arm reaching into the container; the arm must be bare from the elbow to the hand;
  - Must not be able to see the printed information on counterfoils in the container; and
  - Must select the counterfoils in a manner in which the witnesses are satisfied that the person is not influencing the outcome of the draw.
- Immediately before the draw commences, the counterfoils must be mixed thoroughly in a random manner;
- The barrel or other form of container must meet the following requirements:
  - Must be well maintained and in good working order;
  - Must be of adequate size to accommodate the volume of tickets and to allow thorough mixing of the tickets; and
  - For registered and major ticket raffles, the draw container must be transparent or constructed so that tickets can be seen from the outside.
- One counterfoil is to be drawn at a time; and
- If a previously drawn counterfoil is returned for a chance at other prizes, the counterfoil must be replaced in the container and the counterfoils mixed thoroughly. Otherwise, the counterfoils must be mixed – at a minimum – after 10 counterfoils have been drawn.

- Ticket purchasers must be aware of, and have free and easy access to, each draw, which must be conducted in a public place.

For single-day raffles (50/50 draws), please refer to Section 12.4 for detailed information.

Winning counterfoils or tokens must be exhibited to the witnesses and be held open for inspection until the end of the draw or until verified and returned to the draw container to be eligible for additional prizes.

Winners cannot be determined on or through a computer or by other electronic means, such as random number generators.

### **12.2. Early bird draws**

Early bird draws, if permitted by the gaming event licence, must conform to all requirements in section 12.1.

### **12.3. Recording the prize winners**

At the time of the draws, a list of winners must be completed, signed and witnessed by at least two volunteers, at least one of whom is a board member or delegate (as detailed in section 2.2) from your organization. The list must contain the:

- Date and time of the draw;
- Record of each ticket stub or counterfoil drawn;
- Ticket serial number; and
- Name, address and telephone number of the prizewinner.

This list must be retained as part of your organization's gaming records.

### **12.4. Notifying the prize winners**

Your organization is responsible for contacting, and must make every reasonable effort to notify, prize winners.

Within 10 days of the selection of prize winners, with the exception of calendar and single day raffles, your organization must:

- Notify prize winners of the results of the ticket raffle draw in person, by telephone, or if required, by registered mail. This notice must explain how the prize can be claimed; and
- Make public the winners' names, ticket numbers and prizes won. This documentation must include the draw date of the ticket raffle, your organization's name and the BC Gaming Event Licence number. This information must also be made available to any member of the public upon request.

For calendar raffles only:

- Winners are drawn on a single, specified date and prize-winners subsequently announced on prize days designated within the calendar over the course of the year.
- Within 10 days of each specified prize day, your organization must:
  - Notify the prize winner in person, by telephone, or if required, by registered mail. This notice must explain how the prize can be claimed.
  - Make public the winner's name, calendar number and prizes won. This documentation must include the specified prize day, your organization's name and the BC Gaming Event Licence number. This information must also be made available to any member of the public upon request.

For single-day raffles using bearer tickets, the draw must occur when ticket buyers are likely to be present to claim the prize. If a winning ticket holder is not identified in the first draw, additional tickets must be drawn in one of two ways:

- Additional tickets are drawn at the event until a winner is identified, or

- When pre-approved by the branch, additional tickets are drawn at the original draw location during another licensed draw on another date within a 12-month period. This could be a “bonus” draw at which the unclaimed prize(s) are added to the prize of another, similar draw conducted when the same purchasers might be present. Approval will be considered only in cases where time restrictions due to the event being televised prevent a re-draw after the first draw. (For example, at televised hockey games, 50/50 draws in the arena must be announced during a single commercial break. There is not enough time during that break to conduct and announce a re-draw, so a re-draw must be held at a subsequent game.)

Signing for prizes: For registered raffles, winners must sign for the prize when its fair market value is greater than \$1,000. For all other raffles, winners must sign for the prize when its fair market value is greater than \$100.

When the winner is under the age of 19, the prize must be delivered to the individual’s legal guardian or, in the absence of the legal guardian, to the Office of the Public Trustee.

#### **12.5. Restricted prizes**

Liquor, live animals and prohibited or restricted firearms, as defined in the Firearms Act (Canada), must not be offered as prizes.

Where non-restricted firearms are used as prizes, your organization must adhere to all federal and provincial regulations regarding the storage and transfer of firearms.

#### **12.6. Unclaimed Prizes**

A list of unclaimed prizes must be retained with the gaming records for the raffle. If your organization is required to submit a Gaming Event Revenue Report, the list of unclaimed prizes must be submitted with it.

Unclaimed prizes must be secured or placed in safekeeping for a period of one year from the date of the draw. If at that time the prize has not been claimed, the prize or cash equivalent to the fair market value of the prize must be donated to a beneficiary approved by the branch.

### **13. Financial Control and Audit Requirements**

Your organization is responsible for ensuring that all requirements outlined in the conditions for its gaming event licence are met. This includes keeping complete and accurate records of the raffle and submitting, if required, a Gaming Event Revenue Report within 60 days after the expiry of the licence.

Where two or more organizations form a partnership to conduct a gaming event, a single Gaming Event Revenue Report signed by all partner organizations must be submitted. A separate sheet must also be submitted indicating how the net proceeds are to be distributed amongst the partners. Each partner must then indicate its split on its Gaming Account Summary Report.

#### **13.1. Access to gaming records**

As a condition of its licence, your organization must ensure the branch has reasonable access to the premises where the ticket sales and draw(s) are held. As well, your organization must provide the branch access to all gaming records and allow the branch to copy or remove records at the its discretion.

Your organization must retain all gaming records related to its ticket raffle for a period of five years from the end of the fiscal year in which the net proceeds were disbursed. Gaming records include all financial records, cancelled cheques, bank statements, bank transaction receipts, invoices and sale receipts, records of tickets sold, records of unsold tickets, records of ticket stubs or counterfoils, and all receipts from the disbursement of gaming revenue. All unsold

tickets (except bearer tickets) and ticket stubs or counterfoils must be retained for two years or until the branch has audited that particular raffle, whichever comes first.

#### **14. Public Complaints Concerning the Conduct of Ticket Raffles**

Your organization is encouraged to deal with all complaints in a fair and equitable manner.

Complaints regarding the conduct and management of the raffle may also be submitted, in writing, to the Gaming Policy and Enforcement Branch.

Written complaints will be reviewed by the branch and when a possible breach is identified, it will be brought to your organization's attention for remediation.

#### **15. Failure to Comply with Standard Procedures**

Where, in the opinion of the General Manager, any of these procedures are not satisfactorily met by a licensee, its agents or employees, the General Manager may suspend or cancel the gaming event licence; vary existing, or impose new, conditions on the gaming event licence; freeze the gaming account and assets; impose a fine on the licensee; and/or refuse to issue the licensee another gaming grant or a gaming event licence.

Additional penalties may also be imposed under section 98 of the Gaming Control Act.

## 16. Gaming Policy and Enforcement Branch Contact Information

### Head Office

Mailing address:

Gaming Policy and Enforcement Branch  
PO Box 9310 Stn Prov Govt  
Victoria BC V8W 9N1

Location (for courier deliveries or visiting in person):

3rd Floor, 910 Government Street  
Victoria BC V8W 1X3

Telephone: 250 387-5311

Facsimile: 250 356-8149

E-mail: [gaming.branch@gov.bc.ca](mailto:gaming.branch@gov.bc.ca)

Web: [www.pssq.gov.bc.ca/gaming/](http://www.pssq.gov.bc.ca/gaming/)

Online Services: <https://www.gaming.gov.bc.ca/gaming/Home.do>

### Lower Mainland Regional Office

Gaming Policy and Enforcement Branch  
220 – 4370 Dominion Street  
Burnaby BC V5G 4L7

Telephone: 604 660-0245

Facsimile: 604 660-0267

### Interior Regional Office

Gaming Policy and Enforcement Branch  
200 – 1517 Water Street  
Kelowna BC V1Y 1J8

Telephone: 250 861-7363

Facsimile: 250 861-7362

### Northern Regional Office

Gaming Policy and Enforcement Branch  
211, 1577 – 7th Avenue  
Prince George BC V2L 3P5

Telephone: 250 612-4122

Facsimile: 250 612-4130

### Other Key Contacts

Audit and Compliance Division (Lower Mainland).....	604 660-0245
Investigations Division (Lower Mainland).....	604 660-0245
Licensing and Grants Division (Victoria).....	250 387-5311
Registration and Certification Division (Victoria).....	250 356-0663
Complaints Coordinator.....	604 660-5010

## Appendix A: Advertising and Marketing Standards for the B.C. Gambling Industry



Gaming Policy and Enforcement Branch

---

### ADVERTISING AND MARKETING STANDARDS FOR THE B.C. GAMBLING INDUSTRY

---

#### Context

The Province of BC wants to ensure gambling activities are carried out in a socially responsible manner.

The Gaming Policy and Enforcement Branch regulates gambling in British Columbia.

As an agent of government, the BC Lottery Corporation conducts and manages most commercial gaming in the province, including casinos, commercial bingo halls, and lotteries. The Corporation contracts with service providers to operate those gaming facilities.

Private companies are licensed, as service providers, to operate horse race tracks and teletheatre outlets.

Community organizations may be licensed to conduct gaming events, such as ticket raffles, independent bingos, social occasion casinos, and wheels of fortune.

#### Objectives

- To ensure gambling is represented in a responsible manner in all advertising and marketing.
- To pursue opportunities to partner with the BC Lottery Corporation and service providers to develop and deliver specific, targeted media campaigns that enhance public awareness of problem gambling issues and services.

#### Authority and Application

Section 27(2)(d) of the Gaming Control Act authorizes the general manager to establish public interest standards for the gambling industry. The following advertising and marketing standards apply to products and/or gaming facilities promoted by BC Lottery Corporation, BC's gaming service providers, and gaming event licensees. These standards do not apply to corporate advertising which does not include references to, or promote, products and/or gaming facilities.

#### Advertising and Marketing Standards

##### **Responsible Gambling**

- Advertising and marketing materials, whenever reasonable and appropriate, must contain a responsible gambling message.
- The Province's responsible/problem gambling materials, and information about how a problem gambler may obtain help, must be readily visible in high traffic areas in gaming facilities, at locations where gaming products are being sold, or (when requested) at licensed gaming events.

## **Appendix A: Advertising and Marketing Standards for the B.C. Gambling Industry, cont'd**

- Advertising and marketing materials must not:
  - Encourage people to play beyond their means.
  - Imply the certainty of financial reward or alleviation of personal and financial difficulties.
  - Present gambling as an alternative to employment or as a financial investment.
  - Encourage play as a means of recovering past gambling or other financial losses.
  - Imply that chances of winning increase the longer one plays.
  - Suggest skill can influence the outcome.
  - Knowingly be placed in, or adjacent to, other media that depict inappropriate use of the product(s).
  - Depict a pre-occupation with gambling.

### **Odds of Winning**

- Information on the odds of winning must be clearly stated and made available to the public upon request, through relatively accessible means.
- When provided, information on the odds of winning must factually report the chances of winning in gambling activities.
- Advertising and marketing materials must:
  - Not present winning as the most probable outcome, nor misrepresent a person's chance of winning a prize.
  - Describe prize amounts accurately, indicating, where necessary, if prizes are in the form of annuities.

### **Protecting Minors**

Minors are defined as youth and/or children under the legal purchase age of 19.

- Advertising and marketing materials must not:
  - Use individuals who are, or appear to be, minors to promote gambling.
  - Appear in media directed primarily to minors, or where most of the audience is reasonably expected to be minors.
  - Appear on billboards or other outdoor displays that are directly adjacent to schools or other primarily youth-oriented locations.
  - Appear at venues where the primary audience is reasonably expected to be minors.
  - Be based on themes, or use language, intended to appeal primarily to minors.
  - Promote gambling during television or radio programming where the primary audience is expected to be minors.
  - Contain cartoon figures, symbols, role models, and/or celebrity/entertainer endorsers whose primary appeal is to minors.

### **Issued by:**

Derek Sturko, Assistant Deputy Minister  
May 2003