



Gaming Policy and Enforcement Branch

STANDARD PROCEDURES
for Ticket Raffles

JANUARY 2016

Know your limit, play within it.

For Help: 1-888-795-6111 or
www.bcreponsiblegambling.ca

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JANUARY 2016 AMENDMENT**CLARIFICATION**

Appendix D	<ul style="list-style-type: none"> New appendix added – Appendix D: Licensed Gaming Online. The new appendix outlines the permitted uses and procedures for operating a raffle on or through a computer.
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SEPTEMBER 2015 AMENDMENT**CLARIFICATION**

Appendix A	<ul style="list-style-type: none"> The <i>Advertising and Marketing Standards for the B.C. Gambling Industry</i> has been updated to the <i>Advertising and Marketing Standards for Gambling in British Columbia</i>.
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AUGUST 2014 AMENDMENTS**CLARIFICATIONS**

Appendix C	<ul style="list-style-type: none"> Standard Procedure for Ticket Raffles at which tickets are sold through Electronic Raffle Systems (“ERS”).
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FEBRUARY 2012 AMENDMENTS**REDUCED REQUIREMENTS**

Sections: Various	<ul style="list-style-type: none"> SPECIAL NOTE: Under a pilot project ending February 28, 2013, sales periods for percentage draws, including 50/50 draws, may be as long as six months. Prior to the pilot project, ticket sales and the awarding of prizes were required to take place in one day. Specific details provided below.
Sections 1, 4.2	<ul style="list-style-type: none"> Tickets for 50/50 and other percentage draws are permitted to be sold during a period of up to six months. The previous limit was one day.
Sections 3 and 4	<ul style="list-style-type: none"> The maximum sales period for a ticket raffle has been changed from four months to six months.
Sections 5.1, 5.2, 5.4	<ul style="list-style-type: none"> In the responsible gambling standard text box the words “to play!” need not be included after “19+.”
Section 10	<ul style="list-style-type: none"> 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 <i>as soon as possible</i> following receipt of those funds. (Changed from <i>immediately</i>.)
Section 13	<ul style="list-style-type: none"> If required, a Gaming Event Revenue Report must be submitted within 90 days after the expiry of the licence. The previous requirement was 60 days.

ADDED REQUIREMENTS

<ul style="list-style-type: none"> Section 5.4 	<ul style="list-style-type: none"> Advertising standards added for social media.
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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, percentage draws (for example, 50/50 draws), meat draws, sports pools, sports player drafts, calendar raffles, cow pie bingos, rubber duck races, poker rides, cake walks, 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
- (Licence classes A and C): Licensees must ensure ticket purchasers are 19 years of age or older and must take appropriate action, per the rules in this document, to inform ticket purchasers that if a winning ticket bears a minor's name, the prize will be lawfully delivered on behalf of the minor to the minor's parent, legal guardian or trustee.
- Approve and sign the Gaming Event Revenue Report and Gaming Account Summary Report, if applicable.

Section 86(2) of the Gaming Control Act (GCA) requires all licensees to notify GPEB's Investigations and Regional Operations division without delay regarding any conduct, activity or incident that may be considered contrary to the Criminal Code of Canada, the Gaming Control Act or Gaming Control Regulations, or that may affect the integrity of gaming.

2.3. Gaming services providers

Licenses 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 six 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. Requesting a conditional licence number

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

The process below applies when a prize home has not been completed by the time promotional materials are scheduled for production. (Note: At the discretion of the branch a conditional licence may be provided in other circumstances as well.)

The following optional process includes two stages:

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.

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.

Paper ticket stubs must be identical in size, weight and shape. Electronic ticket stubs must meet requirements outlined in Appendix D.

Regular raffles include reverse or elimination draws, in which the prizewinners are the last tickets to be drawn, 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.

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

Progressive draws are permitted for single-day raffles, but 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

In a payroll deduction raffle, co-workers consent to have a portion of each pay cheque deducted; one participant 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. This documentation is required prior to each new licence start date. Employees entered in the raffle must be advised of the raffle’s licence number and of the start and end dates. Permission from the employer is required before such a raffle may be held.

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 and service providers 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.

For licence classes A and C: Ticket raffle advertising and promotion must state that ticket purchasers must be 19 years of age or older and that if a winning ticket bears a minor's name, the prize will be lawfully delivered on behalf of the minor to the minor's parent, legal guardian or trustee.

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 the 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—called the standard text box—when licensees or their delegates advertise, market or promote licensed gaming events. See sections 5.2 and 5.4 for details.

Note: There is a separate set of requirements for social media.

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
Problem Gambling Help Line 1-888-795-6111 www.bcreponsiblegambling.ca	Know your limit, play within it. 19+

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 more details regarding TV, radio and social media, 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. Note: Requirements vary depending on the medium.

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

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

The table on the next page 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	Ads on Web sites: static or animated by cursor ¹	TV, and YouTube, Flash and similar videos ^{1,2}	Radio	Print media, emails	Printed posters, banners and billboards etc.
Gaming event license number, to be shown as: "BC Gaming Event Licence # _____"	✓	✓	✓	✓		✓	✓
Responsible gambling message, in bold italics: " <i>Know your limit, play within it.</i> "	✓	✓	✓	✓	✓	✓	✓
"Problem Gambling Help Line: 1-888-795-6111" " www.bcresponsiblegambling.ca "	✓	✓				✓	✓
Electronic link to " www.bcresponsiblegambling.ca "		✓					
For Class A and Class C gaming event licences, the statement: "19+"	✓	✓	✓	✓	✓	✓	✓
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.							

¹ If static ads or ads animated by a cursor, or YouTube, Flash or similar videos appear on a web page that includes the standard text box, no other responsible gambling messaging is required.

² Alternatively, licensees presenting YouTube, Flash and similar videos may use the white and black standard text box required on websites (Section 5.4), but that text box must (as is the case for television) be visible for at least the last 10 seconds of the YouTube video or for the duration if the video is shorter than 10 seconds.

5.3. Optional statements regarding odds of winning

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

- "Chances are 1 in XXX,XXX (total tickets for sale) to win a grand prize."
- "Chances are 1 in [total number of tickets printed for sale divided by the number of prizes available] to win any prize."
- "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 statement relating to odds or chances of winning is 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 formats)

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, poster, Web page, or TV screen. While social media are not required to include the standard text box, they are required to include certain responsible gambling messages. (Please see Social Media at the end of this section.)

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, Web page or TV screen.
- The white and black areas of the standard text box must accommodate the minimum permissible sizes of the text, as shown in the facsimiles 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 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 (see facsimiles of standard text box, below).
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

The diagram shows a horizontal bar representing a standard text box. It is divided into three sections. The top section is white with black text: "Chances are 1 in XXX,XXX (total tickets for sale) to win a grand prize. BC Gaming Event Licence #XXXXXX." Two callout boxes point to this section, both containing "Arial 10, uncondensed." The bottom section is black with white text: "Problem Gambling Help Line 1-888-795-6111 www.bcreponsiblegambling.ca" on the left, "Know your limit, play within it." in the center, and "19+" on the right. Three callout boxes point to this section: the first contains "Arial 9, uncondensed, bold.", the second contains "Arial 14, uncondensed, Italics, Bold.", and the third contains "Arial 12, uncondensed, bold."

Permissible alternative text box formats for narrower advertising treatments – for all media except television, radio and social media (For TV, radio and social media, please see the end of this section.)

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+

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+

Television*scaled-down facsimile*

BC Gaming Event Licence
#XXXXXX

Know your limit, play within it.

19+

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

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.

Social Media:*Facebook (and similar)*

- At minimum every 5th raffle marketing message must include at the end of the message: Know your limit, play within it. 19+, in the same size font as the message text.

Twitter (and similar)

- Twitter pages solely devoted to promoting the ticket raffle:
 - 19+ shall appear at the end of each twitter message, in the same size font as the message text.
 - At minimum every 5th twitter message that promotes the raffle must be followed by a separate message, as follows: Know your limit, play within it. 19+, in the same size font as the message text.
- On Twitter pages promoting a combination of non-gambling events and the ticket raffle:
 - 19+ shall appear at the end of each twitter message that promotes the raffle, in the same size font as the message text. This twitter message must be followed immediately by another twitter message, at the end of which shall appear the following message: Know your limit, play within it. 19+, in the same size font as the message text.

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

NOTE: *This subsection does not apply to social media, including Facebook, Twitter and similar. Please see above.*

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 on the next page correlates mandatory information with the advertising media in which they must appear.

<p align="center">Mandatory Statements Required Outside of Standard Text Box</p> <p><i>NOTE: This table does not apply to social media, including Facebook, Twitter and similar. Please see above.</i></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. When percentage-based prizes are awarded, the following information must be included: <ul style="list-style-type: none"> • the prize percentage, • minimum prize, if any, and • the potential maximum prize. 	✓	✓				
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"> • Statement of restriction of play and conflict of interest guidelines; • Statement of required presence at the draw as a condition of winning, if applicable; and • Statement of participants' responsibility for the cost of prize delivery, if applicable. 	✓	✓	✓	✓		
The sentence "Tickets may be sold and purchased only in British Columbia" must appear.	✓	✓				
(Licence classes A and C): The statement: "Ticket purchasers must be 19 years of age or older. If a winning ticket bears a minor's name, the prize will be lawfully delivered on behalf of the minor to the minor's parent, legal guardian or trustee."	✓	✓				

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, "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.gaming.gov.bc.ca/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 printed 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 printed 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."
- (Licence classes A and C): The statement, "Ticket purchasers must be 19 years of age or older. If a winning ticket bears a minor's name, the prize will be lawfully delivered on behalf of the minor to the minor's parent, legal guardian or trustee."

Part 2 of the printed 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 single-day raffles

Commercially printed tickets (known as bearer tickets--usually rolls of double-printed tickets in varying colours) are commonly used for meat draws and 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 offered 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 may not be sold until the organization has been issued a gaming event licence for that raffle and all other requirements are met. This includes requirements in Appendix C and Appendix D for electronic raffle systems and computerized raffle draws.

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 printed 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 via the Internet

Subject to Appendix D – Licensed Online Gaming, the purchase and sale of raffle tickets via the internet is permitted for prescribed uses by the Criminal Code of Canada for certain organizations.

Unless otherwise noted in Appendix D – Licensed Gaming Online, Internet web sites may only 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.

See Appendix D – Licensed Online Gaming for a complete description of what raffles are eligible to use the internet in the conduct and management of the raffle event and how they may do so.

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 as soon as possible following 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:
 - Must be 19 years of age or older;
 - 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; and
 - Must be of adequate size to accommodate the volume of tickets and to allow thorough mixing of the tickets.

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;
- 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; and
- 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 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 a winner is determined to be under the age of 19, the licensee must ensure the prize is lawfully delivered on behalf of the minor to the minor's parent, legal guardian or 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 90 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

Web: www.gaming.gov.bc.ca/

Online Services: 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 Gambling in British Columbia



Gaming Policy and Enforcement Branch

ADVERTISING AND MARKETING STANDARDS FOR GAMBLING IN BRITISH COLUMBIA

Context

The Province of British Columbia wants to ensure gambling activities are carried out in a socially responsible manner. The Gaming Policy and Enforcement Branch regulates gambling in B.C.

Authority and Application

Section 27(2)(d) of the Gaming Control Act authorizes the General Manager of the Gaming Policy and Enforcement Branch 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, 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.

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

Private companies are licensed, as gaming services providers, to operate horse race tracks and tele-theatre outlets.

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

All advertising related to gambling is expected to abide by provincial standards of conduct as outlined in this document. Furthermore, organizations are expected to abide by any additional marketing and advertising standards published in relevant Gaming Policy and Enforcement Branch standard procedure documents.

Objectives

- To ensure gambling is represented in a responsible manner in all advertising and marketing.
- To ensure that targeted media campaigns enhance public awareness of both responsible and problem gambling issues and services.

Advertising and Marketing Standards

Any advertising or marketing of a gaming event or scheme must be displayed in compliance with applicable laws and policies and must not be immoral or obscene in any way. Any depiction of a dominant characteristic of which is the undue exploitation of sex, or of sex, and any one or more of the following subjects, namely, crime, horror, cruelty and violence, shall be deemed to be obscene.

In cases not specifically covered in this document, it is expected that the spirit of the requirements will be followed.

Responsible Gambling

- Advertising and marketing materials must, as deemed reasonable and appropriate by GPEB, contain a responsible gambling message. Questions related to reasonable and appropriate messaging should be directed to GPEB's Director, Responsible and Problem Gambling.
- The Province's responsible/problem gambling materials and information about how a problem gambler may obtain help must be easily visible - in high traffic areas of gaming facilities, on electronic media pages such as PlayNow.com where gambling is promoted, at locations where gaming products are being sold, or (when requested) at licensed gaming events.
- Responsible and problem gambling messaging must reflect the demographic targeted by the advertising and marketing materials/activities. Responsible and problem gambling messaging must be presented in the same language as the language of the advertisement.
- 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, practice and experience, individually or together, can ensure a positive outcome;
 - Knowingly depict inappropriate use of the product(s) or be placed in, or adjacent to, other media that depict inappropriate use of the product(s); or 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 through relatively accessible means.
- Information on the odds of winning must factually report the chances of winning in various 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; and
 - 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 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 in television or radio programming whose primary audience is expected to be minors; or
- Contain cartoon figures, symbols, role models, and/or celebrity/entertainer endorsers whose primary appeal is to minors.

Issued by:

John Mazure, General Manager
September 2015

Appendix B: Sample Forms

The following pages contain sample forms that may be used to complete your group or organization's licensed ticket raffle paperwork requirements. Your group or organization may also create its own forms, as long as they contain all of the information required.

Example 1 – Ticket Reconciliation Control Sheet

Example 2 – Prize Winners Control Sheet

Example 3 – Cash Count for Seller or Place of Sale

Organization Name _____

Date: _____ Time of draw: _____

Event: _____ Licence # _____

CASH COUNT for Seller or Place of Sale: _____

Cash		Total	
	X \$1.00		
	X \$2.00		
	X \$5.00		
	X \$10.00		
	X \$20.00		
	X \$50.00		
	coin		
Total Cash		\$ _____	
Cash over/short		\$ _____	
Less Float		\$ _____	
Cost of prizes		\$ _____	
Net Proceeds from Event		\$ _____	

Remitted by:

Deposited by:

Date Deposited:

Note:

There should be one Cash Count Form for each seller listed in the Ticket Reconciliation Control Sheet

Appendix C: Standard Procedure for Ticket Raffles at which tickets are sold through Electronic Raffle Systems (“ERS”)

Responsibilities of the Licensees:

- All electronic raffle systems must be approved and certified by the GPEB's Registration and Certification Division. Each new installation must be inspected prior to the system being used, before the conduct of the first licensed event.
- The Licensee is at all times responsible for the conduct and management of the event regardless if a registered service provider is hired as is detailed in Section 2.3 of the Standard Procedures for Ticket Raffles. Licensees must be aware of and comply with Section 2.2.
- The number of supervisory and management staff must be sufficient to support the ticket sellers and they must have a level of expertise and requisite training to operate the electronic system.
- Immediately report technical malfunctions, service interruptions, system changes or other equipment problems to GPEB's Registration and Certification Division by email to: GPEB75Reporting@gov.bc.ca
- Licensees have a legal requirement to notify GPEB immediately about any conduct, activity or incident that may be contrary to the Criminal Code of Canada, the Gaming Control Act or the Gaming Control Regulations, or that may affect the integrity of Gaming. Reports can be made in the following ways:
 - Calling GPEB's toll free number at 1-877-660-8850;
 - Filling out a Criminal or Regulatory Complaint report on-line at www.gaming.gov.bc.ca/gaming/inv/Complaint.do; or
 - Emailing one of GPEB's regional offices, stating your name and contact information, when and where the incident occurred, who was involved, what occurred, and any additional documentation.

Lower Mainland Regional Office E-Mail SGGPEB86ReportingLMD@gov.bc.ca

Kelowna Regional Office E-Mail SGGPEB86ReportingInterior@gov.bc.ca

Prince George Regional Office E-Mail SGGPEB86ReportingNorthern@gov.bc.ca

Vancouver Island Regional Office E-Mail SGGPEB86ReportingVanIsland@gov.bc.ca

Training of Volunteers

- Designate one individual who will act as the system administrator. This individual must have a level of expertise and requisite training in the operation of the ERS hardware and software (event setup, reports generation, troubleshooting, etc).
- The administrator has overall responsibility for the operation of the event.
- Ticket sellers must be appropriately trained in the operation of the electronic raffle hardware and software.

Facility and Outdoor Requirements

- If the electronic raffle system relies on computer networks and/or wireless (WIFI) service provided by the facility, the equipment must be housed in a permanent, secured location and the network must be stable.
- A designated representative of the facility who is able to address technical problems must be available before and during the draw to provide technical support for the networks.
- Electronic equipment utilized at an outdoor event must be located in a non-public, supervised area during the operation of the raffle.

Operational Procedures**Raffle Tickets**

- Tickets may NOT be pre-sold or pre-printed for sale during the event.
- Electronic raffle tickets must display:
 - Appropriate responsible gambling messaging;
 - when the draw is to take place;
 - where and when to claim a prize;
 - that a ticket purchaser must be 19+ years of age to participate; and
 - the BC gambling lottery event licence number.

House Rules

- House Rules must be posted at stationary selling sites and where available on your organizations website.
- House rules must include:
 - Information on the cost of tickets, where and when to present a winning ticket, the procedure that will be followed if there is a prize split (i.e. a drawn ticket contains two numbers);
 - a procedure to deal with any situation that causes a delay or prevents a draw from occurring. The procedure must indicate when the substitute draw will take place, how ticket buyers will be notified, how refunds can be obtained etc.;
 - a procedure for dealing with complaints; and
 - an indication that ticket buyers must be 19 or older to participate.
- If a House Rule conflicts with these Standard Procedures, it is the Standard Procedures that must be followed.

Equipment

- The equipment must be set up prior to the event, and the system administrator must verify that the system is functioning properly, the networks are connected and the game is configured specific to the event (name, date, etc).
- Volunteers are not permitted to restart mobile devices/tablets or otherwise adjust the equipment during the raffle without system administrator or designate oversight.
- If for any reason the electronic system does not function properly prior to the selling of any tickets, the licensee must revert to a paper ticket based system.
- The system administrator must be present to deal with any equipment or personnel issues.
- Only electronic equipment certified or approved by GPEB's Registration and Certification Division is permitted.

- A transparent ticket barrel must be used that is large enough to accommodate the proper mixing of tickets prior to the draw.

Conducting the Draw

- A printed ticket and draw barrel system must be used unless the licensee meets the licensing requirement outlined in Appendix D – Licensed Gaming Online. The use of a random number generator for the determination of the winning ticket is NOT permitted unless the licensee has met the requirements established in Appendix D.
- If the draw is conducted and shown live on a large-scale video display, verification of the winning ticket number must take place either while the number is visible on the screen or within several minutes of the draw.
- The winning ticket number must be publically displayed until the winner comes forward or for the duration of an advertised waiting period, which is set by the Licensee in consultation with GPEB. If the prize is unclaimed at the end of the waiting period, a new ticket must be drawn.
- If the electronic equipment fails to function properly for any reason during the raffle selling period and the integrity of the ticket reconciliation cannot be verified, the draw must not take place until a proper reconciliation is completed and it is verified that all tickets sold have been properly printed into the draw barrel.

Advertising

- Display terminals, promotional materials and raffle images on large-scale video displays must include appropriate responsible gambling messaging. See Section 5 of the Standard Procedures for Ticket Raffles.

Financial Controls

- Where a licensee uses a printed ticket and draw barrel system, the licensee must retain 50/50 counterfoil tickets (draw barrel) for one month after awarding the prize to the winner or until any reported incidents have been resolved.
- Server data and electronic reports/records (ticket #'s, sales, printer reports, etc.) must be retained and stored externally from the server on durable electronic media (i.e. CD), and be available for five years following the end of the licence period.
- Reconciliation reports must be run after each draw and reviewed and retained.

Note:

Guidelines pertaining to Multiple Event Raffles have not been developed as the Branch has not yet approved these types of events.

A multiple event raffle is a raffle conducted over the course of more than one day and/or at more than one event and/or at more than one location.

Appendix D: Licensed Gaming Online

1. Scope and Application

The Gaming Policy and Enforcement Branch (GPEB) is undertaking phased implementation of its new licensing rules governing the use of computerized electronic systems to sell tickets online, select prize winners, and distribute prizes.

Effective January 25, 2016 and until further notice from GPEB, the following types of licensees are permitted to use computers for the following activities subject to meeting the rules outlined in the Standard Procedures, and this Appendix D, and being appropriately licensed:

Allowed Use of Computerized Electronic Systems:	Eligible Applicants:
Online Ticket Sales – To sell tickets through the Internet by way of a real time processing and payment system and where the purchaser's ticket is paid for immediately online.	Class A raffle licensee
Online Ticket Distribution – To send a purchaser a ticket by email or through the Internet and where the purchaser downloads a copy of the ticket.	Class A raffle licensee
Electronic Ticket Draw – To determine a prize winner by conducting an electronic draw using computer software or a computer application that utilizes a GPEB certified software random number generator (RNG).	Class A registered raffle licensees conducting regular event raffles Class A licensees that have been approved for an electronic raffle system (ERS)
Online Prize Distribution – To send a winner a prize voucher by email or over the Internet and where the prize winner downloads a voucher or gift certificate for redemption.	Class A raffle licensee
Electronic Raffle System – A GPEB certified and inspected computer application, known as an Electronic Raffle System (ERS), that may include the use of hand held electronic devices to sell tickets and other computer software and related equipment to account for sales and facilitate the manual or electronic drawing of tickets to determine the winner.	Class A raffle licensee conducting single event percentage raffles (50/50)

All other licensing requirements, including the Standard Procedures, relevant conditions, and policies and procedures and orders issued by GPEB, continue to apply to a licensee that is also permitted to use a computer to sell tickets online, select prize winners, and distribute prizes.

2. Definitions

- **“Class A raffle”** means a ticket raffle where the potential gross revenue is anticipated to be more than \$20,000.
- **“Class A Registered Raffle”** means a category of Class A ticket raffle where the anticipated gross revenue of the gaming event is \$250,000 or more.

- **“Electronic Raffle System (ERS)”** means a computer application used to conduct single event percentage raffles (50/50) and that may include the use of hand held electronic devices to sell tickets and other computer software and related equipment to account for sales and facilitate the manual or electronic drawing of tickets to determine the winner.
- **“Electronic Ticket Draw”** means to determine a prize winner by conducting an electronic draw using computer software or a computer application that utilizes a computer software random number generator (RNG).
- **“Licensee”** means an organization licensed under the Gaming Control Act to conduct and manage a ticket raffle in British Columbia.
- **“Online Prize Distribution”** means to send a winner a prize voucher by email or over the internet and where the prize winner downloads the voucher or gift certificate for redemption.
- **“Online Ticket Distribution”** means to send a purchaser a ticket by email or through the internet and where the purchaser downloads a copy of the ticket.
- **“Online Ticket Ordering”** means using a website for the receipt of orders for the purchase of tickets, as permitted under section 9.3 of these Standard Procedures, and subsequent batch processing of the payments for the tickets.
- **“Online Tickets Sales”** means to sell tickets through the internet by way of a real time processing and payment system and where the purchaser’s ticket is paid for immediately online (i.e., online shopping cart).
- **“Regular Event Raffle”** – means a raffle where tickets are sold for prizes and where prizewinners are determined through the drawing of tickets. The raffle is generally conducted over the course of more than one day and/or at more than one event, and/or more than one location.
- **“Single Event Raffle”** means a raffle conducted on the same day at the same event and location (a series of draws may be held on the draw date);
- **“Standard Procedures”** means the Standard Procedures for Ticket Raffles (of which this Appendix D forms a part).
- **“TGS6”** means the [Technical Gaming Standards for Electronic Raffle Systems](#).

3. General Responsibilities of Licensees

- The Licensee is at all times responsible for the conduct and management of the event regardless if a registered service provider is hired as is detailed in Section 2.3 of the Standard Procedures for Ticket Raffles. Licensees must be aware of and comply with Section 2.2.
- Licensees have a legal requirement to notify GPEB immediately about any conduct, activity or incident that may be contrary to the Criminal Code of Canada, the Gaming Control Act or the Gaming Control Regulation, or that may affect the integrity of gaming. Reports can be made in the following ways:
 - Calling GPEB’s toll free number at 1-877-660-8850;
 - Filling out a Criminal or Regulatory Complaint report on-line at www.gaming.gov.bc.ca/gaming/inv/Complaint.do; or
 - Emailing one of GPEB’s regional offices, stating your name and contact information, when and where the incident occurred, who was involved, what occurred, and any additional documentation:

- Lower Mainland Regional Office E-Mail SGGPEB86ReportingLMD@gov.bc.ca
- Kelowna Regional Office E-Mail SGGPEB86ReportingInterior@gov.bc.ca
- Prince George Regional Office E-Mail SGGPEB86ReportingNorthern@gov.bc.ca
- Vancouver Island Regional Office E-Mail SGGPEB86ReportingVanIsland@gov.bc.ca
- Any technical malfunctions, service interruptions, system changes or other technological problems must be immediately reported to GPEB's Registration Division by email to: GPEB75Reporting@gov.bc.ca.

4. Online Ticket Sales

This section applies only to Class A raffle licensees. Until further notice from GPEB, only Class A raffle licensees are permitted, subject to licensing and meeting the following standards and rules, to offer online ticket sales. All other licensees must continue to comply with the rules for the sale of tickets outlined in the Standard Procedures.

[Note: online ticket sales do not include online ticket ordering]

4.1 Operational Standards

- The licensee is responsible for online ticket sales and for the administration of the online ticket sales system and platform.
- The licensee must ensure that all staff of the licensee have the necessary level of expertise and requisite training and timely access to technical support.
- The transaction and payment processing system/provider used by the licensee for processing online ticket sales must be Payment Card Industry (PCI) Security Standards Council compliant. [See www.pcisecuritystandards.org].
- Licensees must have in place a mechanism to require that a purchaser of a raffle ticket through the online purchasing platform verifies that the purchaser is:
 - 19 years of age or older (for example, notification of the age limit on the sales interface platform with a check box to be completed by the purchaser that the purchaser is 19 years of age or older);
 - located in the province (for example, notification on the sales interface platform that only individuals currently located in the province may purchase a ticket and a check box to be complete by the purchaser attesting to that fact that they are located in B.C.).

4.2 Ticket Inventory and Management

- To ensure the overall integrity of licensed ticket raffles, where a licensee offers online ticket sales, it must be able to clearly track, monitor, control and account for the sale of online tickets.
- The licensee's raffle ticket sales system must have sound inventory control and management including the reconciliation of tickets where tickets are sold online and through other channels such online ticket ordering, over the telephone or in-person and for any tickets voided.
- The online ticket sales system and purchasing platform used by the licensee must have the ability to set limits on the number of online tickets that can be sold and on the period of time that they are for sale, and to close the raffle on the earlier of the sale of the final raffle ticket or the end date for the raffle specified in the licence.

- Where the licensee's online ticket sales system and purchasing platform delivers a ticket to the purchaser immediately online, the licensee must comply with the requirements set out in section 5 of this Appendix for online ticket distribution.

4.3 System Requirements

- The online ticket sales system and purchasing platform must have mechanisms and controls for the security and protection of personal information and accounts.
- Raffle system servers supporting the online ticket sales system and purchasing platform must be located in a secure area with controlled access.
- Server data and electronic reports/records (ticket #'s, sales, etc.) must be backed-up and retained and stored externally from the server on durable electronic media (i.e. CD), and be available for five years following the end of the licence period.
- Reconciliation reports must be run after the completion of each raffle (final ticket draw) and reviewed and retained.

5. Online Ticket Distribution

This section applies only to Class A raffle licensees. Until further notice from GPEB, only Class A raffle licensees are permitted, subject to licensing and meeting the following standards and rules, to offer online ticket distribution. All other licensees must continue to comply with the rules for the sale and distribution of tickets outlined in the Standard Procedures.

5.1 Operational Standards

- The licensee is responsible for online ticket distribution and for the administration of the online ticket distribution system and platform.
- The licensee must ensure that all staff of the licensee have the necessary level of expertise and requisite training and timely access to technical support.
- The licensee's online ticket distribution system and platform must have mechanisms and controls to support the validation and verification of online tickets (for example, by using a barcode or a quick response (QR) code).

5.2 Form and Content Electronic Ticket

- A copy of ticket provided to a purchaser through online ticket distribution must display:
 - The name and address of the licensee and year-round contact phone number;
 - the gaming event licence number, to be shown as "BC Gaming Event Licence # _____";
 - location, date and time of all draws, including early bird draws;
 - the required responsible gambling messaging;
 - number of the ticket;
 - price of the ticket;
 - number of tickets printed in each price category;
 - statement of required presence at the draw as a condition of winning, if applicable;
 - statement of participant's responsibility for prize delivery, if applicable;

- the words “Winners consent to the release of their names by the licensee”;
- the statement “Ticket purchasers must be 19 years of age or older. If a winning ticket bears a minor’s name the prize will be lawfully delivered on behalf of the minor to the minor’s parent, legal guardian or trustee.”

5.3 System Requirements

- The online ticket distribution system and platform must have mechanisms and controls for the security and protection of personal information and accounts.
- Raffle system servers supporting the online ticket distribution system must be located in a secure area with controlled access.
- Server data and electronic reports/records on the distribution of tickets online must be backed-up and retained and stored externally from the server on durable electronic media (i.e. CD), and be available for five years following the end of the licence period.

6. Electronic Ticket Draw

This section applies only to:

- Class A registered raffle licensees conducting regular event raffles; and
- Class A raffle licensees that have been approved for an ERS.

Until further notice from GPEB, only Class A registered raffle licensees and Class A raffle licensees that have been approved for an ERS are permitted, subject to licensing and meeting the following standards and rules, to use a computer RNG to select prize winners. All other licensees must continue to comply with the rules for selecting prize winners outlined in the Standard Procedures.

6.1 Operational Standards

- The licensee is responsible for the administration and operation of the RNG computer program.
- The licensee must ensure that all staff of the licensee have the necessary level of expertise and requisite training to operate the RNG computer program and system and timely access to technical support.
- Before use by a licensee, a computer program RNG must be certified and approved by the GPEB’s Certification and Game Integrity Unit subsequent to testing and certification by an approved testing facility.
- See TGS6, Section 6 for RNG certification requirements and contact GPEB’s Certification and Game Integrity Unit at GPEBCertification@gov.bc.ca for information on the approval process.
- Note: Each new ERS installation must be inspected by GPEB’s Certification and Game Integrity Unit prior to the system being used and before the conduct of the first licensed event. [See TGS6 and Appendix C, Standard Procedures, for information on the testing and certification and operation of an ERS.].

6.2 System Requirements

- The RNG computer program and computer networks and equipment supporting the program must be located in a secure area with controlled access.
- Server data and electronic reports/records about the RNG computer program ticket draw must be backed-up and retained and stored externally from the server on durable electronic media (i.e. CD), and be available for five years following the end of the licence period.

7. Online Prize Distribution

This section applies only to Class A raffle licensees. Until further notice from GPEB, only Class A raffle licensees are permitted, subject to licensing and meeting the following standards and rules, to use computerized electronic systems for online prize distribution. All other licensees must continue to comply with the rules for the distribution of prizes outlined in the Standard Procedures.

7.1 Operational Standards

- A licensee may use a computer for online prize distribution to send individual prizes up to a monetary value of up to \$2,500 and where the prize is suitable and appropriate for distribution through the Internet (for example, vouchers for goods or services).
- The licensee must ensure that online prize distribution system has a mechanism to:
 - verify that the individual to whom the prize is distributed is in fact the prize winner;
 - have the prize winner verify that he or she is:
 - 19 years of age or older (for example some form of affirmation from prize winner)*;
 - was located in B.C. when they purchased the ticket (for example some form of affirmation from prize winner).
 - *Where the prize winner is a minor, in accordance with the Standard Procedures the prize is delivered to the parent or caregiver.
- A prize winner must be given the option of picking up his or her prize in person or having it mailed as applicable and specified in the gaming event rules.

7.2 System Requirements

- The online prize distribution system must have mechanisms and controls for the security and protection of personal information.
- Servers supporting the online prize distribution system must be located in a secure area with controlled access.
- Server data and electronic reports/records on the distribution of prizes online must be backed-up and retained and stored externally from the server on durable electronic media (i.e. CD), and be available for five years following the end of the licence period.