

1. Purpose

The application process and evaluation criteria have been developed to ensure the selection of high quality retailers with significant sales potential to assist NWT & Nunavut Lotteries generate additional funds for investment in Sport and Recreation Initiatives.

2. Application Process

- Interested businesses must submit a fully completed Retailer Application. NWT & Nunavut Lotteries reserves the right to solicit applications from businesses which are likely to be beneficial retailers.
- All fully completed applications will be forwarded to the Finance Manager.
- All fully completed applications will be evaluated by the Finance Manager and the General Manager using the Evaluation Criteria. Other individuals may be asked to join the evaluation team as required.
- The Finance Manager or designate may complete a Site Assessment, prior to finalizing the evaluation.
- The evaluation results will be forwarded to the Lottery Authority with a recommendation to either provide a terminal or not.
 - If the Lottery Authority supports a recommendation to provide a terminal, the recommendation will be forwarded to the Minister of Municipal and Community Affairs for final approval.
 - If the Lottery Authority supports a recommendation not to provide a terminal, the applicant will be notified.

3. Evaluation Criteria

3.1 Location

- Community Terminal Density and Per Capita Sales
Based on the existing number of terminals in a community and the per capita lottery product sales for individuals over 18 years of age an assessment will be made with regards to how likely the community would be to support an additional terminal.
- Traffic
Based on the information in the application, and any additional research that may be undertaken, an assessment will be made as to whether the specific location of the applicant's business will provide sufficient exposure to potential customer traffic to support a lottery terminal.

3.2 Sales Potential

- Different types of businesses have proven to provide different levels of opportunity for the sale of lottery products. Factors which dictate sales potential include but are not limited to:
 - Type of business
 - Annual sales
 - Volume of transactions
 - Store hours
 - Store presentation

Based on the information in the application, an assessment will be made as to whether the sales potential is sufficient to support a lottery terminal.

3.3 Retailer Commitment

- Significant diligence is required to be a successful Lottery Terminal Operator. Based on the information in the application and its overall quality an assessment will be made as to the applicant's suitability.



Section A: General Information

Business Name:

Street Address:

Mailing Address:

Phone:

Fax:

Email:

Name of Authorized Contact Person:

Contact person phone:

Contact person email:

Section B: Eligibility

1. Does your community have an 18 + population of more than 100?

- Yes
- No

2. Do you have DSL service (high speed internet) in your community?

- Yes
- No

3. What is the structure of the business?

- Proprietorship
- Partnership
- Franchise
- Limited Company
- Corporation

Section C: Business Information

1. What is the type of business? Check all that apply.

<input type="radio"/> Convenience store with gas	<input type="radio"/> Convenience store without gas
<input type="radio"/> Pharmacy / drug store	<input type="radio"/> Supermarket / grocery
<input type="radio"/> Confectionary / news / tobacco	<input type="radio"/> Hotel / motel / restaurant
<input type="radio"/> Café / coffee shop	<input type="radio"/> Department store
<input type="radio"/> Recreational outlet	<input type="radio"/> Other:

2. Please identify other parts of your business that assist you in generating customer traffic (for example a post office, bill payment facility, video rentals, etc).



3. What is the total annual gross sales for the business?

- \$10,000,000 +
- \$5,000,000 - \$10,000,000
- \$1,000,000 - \$5,000,000
- \$500,000 - \$1,000,000
- < \$500,000

4. What is the average number of customer transactions for the business per week?

- 3,001 +
- 2,001 – 3,000
- 1,000 – 2,000
- < 1,000

5. How long has the business been operating?

- New business
- < 1 year
- 1 – 5 years
- 5 -10 years
- 10 + years

6. Please identify the hours and days of the week that the lottery terminal would be operational:

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
From:							
To:							

7. Please describe the area in which your business is located and identify the number of potential customers that would pass it each day.

8. Please identify any experience that you or your employees may have related to the operation of a lottery terminal.



Section D: Lottery Business Capacity

In order to be a lottery retailer, certain requirements must be met.

1. Please describe how you would provide for the secure storage of scratch n' win tickets.

2. Is a telephone within reach of the proposed location of the Lottery Ticket Terminal?
 - Yes
 - No

3. Do you have regular access to a computer with email?
 - Yes
 - No

4. Are you able to display promotional material in an external window?
 - Yes
 - No

5. Are you able to place an illuminated Lottery sign on the outside of your building?
 - Yes
 - No

6. Are you willing to update the Lottery Point of Sale Materials on a weekly basis?
 - Yes
 - No

7. Are you willing to participate in Retailer and Customer sales incentive programs as determined by NWT & Nunavut Lotteries from time to time?
 - Yes
 - No

8. Are you willing to encourage your staff to upsell lottery products in relation to promotional campaigns from time to time?
 - Yes
 - No

9. Are you willing to reconcile your scratch n' win ticket inventory at the end of every business day?
 - Yes
 - No



Section E: Location Photos

- 1 – A photo a where you would place the Lottery Selection Slip Table.
- 2 – A photo of where you would place the Lottery Ticket Terminal.
- 3 – A photo of where you would place the Scratch n’ Win Merchandiser.
- 4 - A photo of the entrance to your business.
- 5 – A photo of the outside of your business.
- 6 – Additional photos are welcome and could highlight such things as parking, neighboring businesses, traffic patterns, etc.

Section F: Submission

Completed Applications can be submitted to:

Email: lotteryclerk@wypep.ca
Fax: 867.669.8387
Mail: NWT & Nunavut Lotteries, PO Box 1676, Yellowknife, NT, X1A 2P3
In person: 4908 – 49 St, 2nd Floor, Yellowknife, NT

If you have any questions, please contact:

Chris Cahoon
Finance Manager
NWT & Nunavut Lotteries
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