

Hello BIA Members,

A word of caution if you are considering holding a promotion that involves a customer's name is entered into a draw by making a purchase, this is considered a lottery and you would then need a lottery licence to run this type of lottery.

Lottery licences can be applied for through the City of Woodstock and require that you adhere to the policies set out by the ALGCO.

If money is paid to enter a draw for a prize it is considered a lottery.

Acceptable ways to promote and attract business without having a lottery licence would be, offering a gift with purchase, a scavenger hunt: fill in the clues and hand in answers to be entered into a draw, OR perhaps collecting stamps from participating merchant(s) to fill your number of spaces on your promotional card to get entered to win.

We hope this helps.