

# YELLOWKNIFE MINOR HOCKEY ASSOCIATION

## LOTTERY PLANNING GUIDE

Approved: 14 July 2008

### 1.0 INTRODUCTION

As a major sponsor of Yellowknife minor hockey, Canadian North annually provides the Association with four free tickets anywhere Canadian North flies. The tickets are intended to be used for general fund raising by the Association. This guide is intended to ensure that the annual lottery:

- Is organized and administered in an effective and consistent manner;
- Is conducted according to the City of Yellowknife Lottery Bylaw; and
- Provides due recognition to our sponsors.

### 2.0 DRAW DATES

The lucky winners will be drawn on a suitable occasion in December. If so decided, an “early bird” draw will be held in advance of the December draw.

### 3.0 LOTTERY LICENCE

A lottery licence must be obtained from the City of Yellowknife before the tickets can be printed. The official purpose of the lottery as stated on the licence application should be “for organizational and program development.” The licence must be obtained in sufficient time to allow for printing and selling the tickets.

Action: President

### 4.0 LOTTERY PRIZES

Canadian North provides the Association with four free Yellowknife-return tickets, each year, for fund raising. These tickets are the feature prizes for each draw. Additional supplementary prizes are solicited to provide an attractive set of prizes.

Action: Director, Sponsorship and Fundraising

### 5.0 LOTTERY TICKETS

A total of 4000 tickets will be ordered in books of ten tickets. The tickets must include the Lottery Licence number. A mock-up of the ticket is in Appendix 3. Artisan Press has printed the tickets in the past.

Action: Director, Sponsorship and Fundraising

### 6.0 TICKET SALES

Tickets should be available for sale by 01 October. Books of tickets will be distributed amongst the teams and players. Each player is expected to sell at least one book of tickets. A person will be identified to coordinate the ticket distribution and collection of money from each team.

Action: Director, Sponsorship and Fundraising  
Governors

The distribution of tickets and the collection of funds will be closely monitored to ensure accountability of the tickets and funds. Ticket stubs and the appropriate funds must be returned by a date and at a location to be determined. Funds should be submitted as a cheque where possible to facilitate the recording of funds.

Action: Director, Sponsorship and Fundraising  
Governors

Tickets which have not been allocated to members or remain unsold shall be available for sale at various locations across Yellowknife. Persons will be identified to distribute and/or sell tickets.

Action: Director, Sponsorship and Fundraising  
Division Coordinators

#### 7.0 TICKET DRAWS

The winning tickets will be drawn at a suitable occasion and location. A representative of Canadian North and the other sponsors will be invited to be present to draw the lucky tickets.

Action: President

#### 8.0 SPONSORS

A letter of thanks will be sent to each of the generous sponsors that have provided prizes for the lottery.

Action: President

#### 9.0 NEWSPAPER ANNOUNCEMENT

The lucky winners will be announced in the local newspaper. The announcement will include acknowledgement of the lottery sponsors (see Appendix 1 and 2).

Action: Director, Sponsorship and Fundraising

#### 10.0 REPORTS

A summary report will be submitted to the City of Yellowknife as required under the Lottery Licence Bylaw.

Action: President  
Director, Finance

CONGRATULATIONS

TO

*LUCKY WINNER*

LUCKY WINNER OF TWO RETURN TICKETS

FROM YELLOWKNIFE TO

ANYWHERE CANADIAN NORTH FLIES

TICKETS COURTESY OF CANADIAN NORTH

OFFICIAL AIRLINE OF YELLOWKNIFE MINOR HOCKEY





**YELLOWKNIFE MINOR HOCKEY ASSOCIATION**

**ANNUAL RAFFLE**

**TOTAL VALUE: \$12,000**

Name:

Address:

Phone:

Tickets:

- \$5 each
- 5 for \$20

Maximum 5000 tickets sold  
 Early Bird Draw: xx November, 20xx  
 Final Draw: xx December, 20xx

Lottery Licence No. xxxx

**XXXXXXX**



**YELLOWKNIFE MINOR HOCKEY ASSOCIATION**

**ANNUAL RAFFLE**

**TOTAL VALUE: \$12,000**

Early Bird Draw

**Two Yellowknife return tickets anywhere Canadian North flies**

Grand Prize Draw

**Two Yellowknife return tickets anywhere Canadian North flies**

2<sup>nd</sup> Prize Draw

**JVC 32" Flat Screen TV (\$1600 value; Courtesy of Furnitureland)**

3<sup>rd</sup> Prize Draw

**Diamond (\$500 value; Courtesy of Sashas)**

4<sup>th</sup> Prize Draw

**\$250 Gift Certificate for Gas (Courtesy of Petro Canada)**

Tickets are \$5 each or 5 for \$20  
 Early Bird Draw: xx November, 20xx  
 Final Draw: xx December, 20xx

Maximum 4000 tickets sold  
 Lottery Licence No. xxxxx

**XXXXXXXX**

