



Strength in numbers!

Shopper Lottery is Malta's first community shopping lottery, giving your clients the opportunity to win €50,000 four times every year!

Many businesses are financially unable to offer a lottery or rewards scheme on their own – at least not one with a substantial prize. But by bringing those businesses together, we are giving organisations of all sizes the chance to be part of a bigger picture.

People buying products or services from participating outlets during the lottery phase are entitled to one entry into the draw for every €25 they spend, creating a unique selling point for your business and giving clients an added incentive to increase their outlay!

A formal draw will be held at the end of the lottery phase with the prize money split between a large number of different winners – with prizes ranging from ten thousand Euros to a hundred Euros.

What's more, the prize money can only be spent at participating outlets – meaning there is a very high chance that clients will be visiting your business to spend their winnings!

Backed by an extensive marketing and promotional campaign, the fully-licensed Shopper Lottery provides consumers and businesses with a perfect win-win scenario.



How it works?

It really is a very simple process.

Businesses pay a small fee of €600 to participate in any one of the three seasonal draws which are held in April, August and December.

Customers of Participating Businesses are entitled to one entry in the €50,000 prize draw for every €25 spent at that outlet. Customers claim these tickets by uploading a copy of their fiscal receipt to the Shopper Lottery Website or by sending the receipt to the Shopper Lottery offices.

And then, at the end of the three-month period, the winners are drawn during a live broadcast on our website in the presence of Malta Gaming Authority representatives.

The winners then have the following three months in which to spend their winnings – which they do by making a purchase from the participating outlets and then presenting Shopper Lottery with their receipt for a full refund.



The advantages for businesses:

- * This is an entirely unique medium that gives smaller business strength in numbers.
- * Benefit from inclusion in our marketing campaign which will direct consumers to participating outlets.
- * Inclusion in our website which will give information about all businesses which are participating in the lottery.
- * Be one of just 5 businesses from each sector.
- * Give customers the incentive to choose your business over a competitor that isn't part of the scheme.
- * Get your customers to spend extra in order to get their hands on more entries.