

UNITY LEAFLET ARTWORK NOTES

When you are producing any lottery promotional material which includes a sign-up form, **this must be checked by Sterling for compliance before printing.**

Please see below some information for inclusion on your artwork:

ESSENTIAL

1. Charity Name
2. The draw date/a means by which the draw can be determined (i.e. "weekly draw/draw every Saturday")
3. Price (i.e. £1 a week)
4. The promoters name and address
5. Registering authority
6. Link to the Gambling Commission website www.gamblingcommission.gov.uk

ADVISABLE

1. State that entrants must be 16 or over to play
2. State that entrants must be resident in Great Britain
3. Directions to Terms and Conditions/Rules - i.e. website address or phone number
4. Gamble Aware logo

FURTHER NOTES

1. Advising players to take out additional entries; please note that the maximum is x20 per week. For responsible gambling and also rates of attrition, we do not advise encouraging players to take out more than several entries per week.
2. Promotional materials cannot be seen to be promoting to anyone under the age of 16; therefore, use of illustrations i.e. cartoon style graphics must not be too similar to cartoons popular with children and be adult in their execution

DESIGN NOTES

1. Leaflet size should be **A4 trifold** (DL Envelope size) with a sealable gummed edge and detachable front panel (see template)
2. The sign-up form must remain the same size and format for our data inputting process
3. The Freepost barcode and address must remain the same size and font in order to be accepted by Royal Mail. Please note that the barcode must remain on the leaflet in order to use the Freepost address; this cannot be hand-written on an envelope by the supporter

Your Client Account Manager will provide you with the Unity Leaflet Template which you can adapt. Please ensure to send artwork to Sterling for a final compliance check before sign off and print.