

**SOVEREIGN
DRAW**

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SOVEREIGN DRAW LTD.

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**SOVEREIGN
DRAW
LOTTERY**

**A Guide for all
UKIP Branches
2018 / 2019**



www.sovereigndraw.co.uk



How it works

The Sovereign Draw was launched in Spring 2012. It is a simple subscription based lottery designed to raise funds for both the main UKIP Party and individual Branches the length and breadth of the country.

Players partake by paying a fixed amount every calendar month either by cheque in advance or by a convenient direct debit. The minimum subscription is £3 per month. There is no maximum but to encourage responsible gambling we like to keep the maximum to roughly £25 per month.

Each £1 played buys one ticket in the monthly Draw. Numbers are picked at random from 1 to 1 million and are allocated to the player. Those numbers are not changed and they remain yours until you cease playing. On 'Draw day' three winning numbers from all those currently allocated are selected by

computer at random. The owners of those numbers each win a gold sovereign currently valued (September 2018) at c.£250. They also 'win' a donation of £100 to their local UKIP Branch. To date well over 130 Branches have received donations of £100 or more.

You do NOT have to be a member to play. If a non-member is a winner then the nearest Branch geographically to the winner's postal address is awarded the donation. This has happened on many occasions.

How to play

It's so easy! Just complete a paper application form and send it in the post to the administration address OR do it online at: www.sovereigndraw.co.uk

You will receive a written acknowledgement detailing the numbers allocated to you. You can change the amount you play each month simply by calling the Hotline number or if you wish

to notify us of a change of address.

The Hotline number is 0870 085 3770

Play as a Branch

A Branch can play in its own right. All you have to do is nominate one of the Branch officers to be the Applicant and sign it as such. Be sure to sign the direct debit instructions in accordance with your bank mandate – e.g. two to sign or whatever you have in place.

Remember, if the Branch is a Winner, then it wins the gold sovereign as well as the £100 donation. The sovereign can either be easily sold for the current market price OR perhaps better still, be kept and raffled at say a Christmas function when it might raise considerably more. The choice is yours as a Branch.

How do I know if I have won?

The Draw takes place on the 25th of every month or on the preceding Friday

if it falls on a weekend. You will be notified by letter within 48 hours of winning. You will also be telephoned if you have put the contact details on your initial application.

The Draw results are on the Sovereign Draw website within hours. Winners receive their gold sovereigns by Royal Mail Special Delivery and they must be signed for.

Cheques for £100 are sent separately direct to your Branch Treasurer as advised by UKIP Head Office.

The Cash Rollover Prize

Every month the sum of £200 is allocated to the Cash Rollover Prize. A fourth number is drawn at random from 1 to 1 million. If that number has been allocated to a player that person wins the Rollover Prize. If not then the £200 is carried forward until it reaches a maximum of £2,000 when it MUST be won.

FAQ

Q: What happens to all the money generated?

A: As much money as possible is donated to UKIP and its Branches. All lotteries have costs but administration is kept to an absolute minimum. By Law all lotteries have to donate a minimum of 20% of sales to the good cause – in this case UKIP. In reality since launch we have averaged much higher than that. We have to be mindful of the price of gold which fluctuates on the open market.

Q: Who regulates the lottery?

A: Sovereign Draw Ltd. operates within the Gambling Act 2005 and is regulated by Teignbridge District Council under Licence No. TEIR 0319. Monthly returns are submitted to the Council by the Directors.

Q: Who are the Directors?

A: A list of Directors is available on request. UKIP is the controlling shareholder and UKIP always has a Director on the Board of Sovereign Draw Ltd. to oversee its interests.

Q: How successful is the Sovereign Draw?

A: Since launch over £125,000 has been donated to UKIP main party and over £13,000 to individual Branches. This can only grow.

Q: I am a Branch Treasurer. How can I best increase my chances of the Branch winning money?

A: By encouraging members of your Branch to play! It sounds so simple but it's true. Raise the subject at your regular branch meetings and hand out application forms. Point out just how many Branches are 'in the

money' from the Sovereign Draw. Some Branches are already three times winners.

Q: Will the prizes and donations to Branches always stay the same?

A: No but this obviously is dependent on the level of future sales. As the lottery grows so we will be able to increase the number of sovereigns won each month and also the number and level of donations to Branches.

Q: What help can you give me as a Branch Treasurer?

A: Much as we would like to we cannot visit every Branch to give a talk. Occasionally individual Branches can be visited depending on time and location. Promotional material, including unlimited application forms, are available upon request. Contact the Promoter – details overleaf. Your request will usually be met within 48 hours. We do our very

best to help you. An informative monthly Newsletter is emailed to EVERY Treasurer and Branch Chair. It is up to you to read it.

Q: If one of our members is a winner do I have to claim our £100 donation?

A: No. The Promoter will contact YOU using the contact details you have supplied to Head Office.

Q: If I have further questions can I call or email you?

A: Of course you can. The Promoter's contact details are all overleaf. Please don't hesitate.

Lastly, we do not have a monopoly on ideas.

If you or any of your members have suggestions as to how to promote and expand the Sovereign Draw then we would be very pleased to hear from you.