

A Sales Guide for Virginia Lottery Retailers

playbook

December 2016



LEGEND PLAY STYLE



virginia lottery • valottery.com • val

RAFFLE
\$20 per play

- 3 - \$1,000,000 PRIZES
- 6 - \$25,000 PRIZES
- 300 - \$500 PRIZES

VISIT VALOTTERY.COM FOR WINNING RESULTS

EXACT MATCH: 270630, 27302200

TICKETS RECORDED: 01118714

... DO NOT REUSE

TICKETS SOLD THROUGH DECEMBER 31, 2016. ANNOUNCED JAN 1 AT 10:00 AM EST. REFER TO 82



NEW DECEMBER GAMES!

NEW!



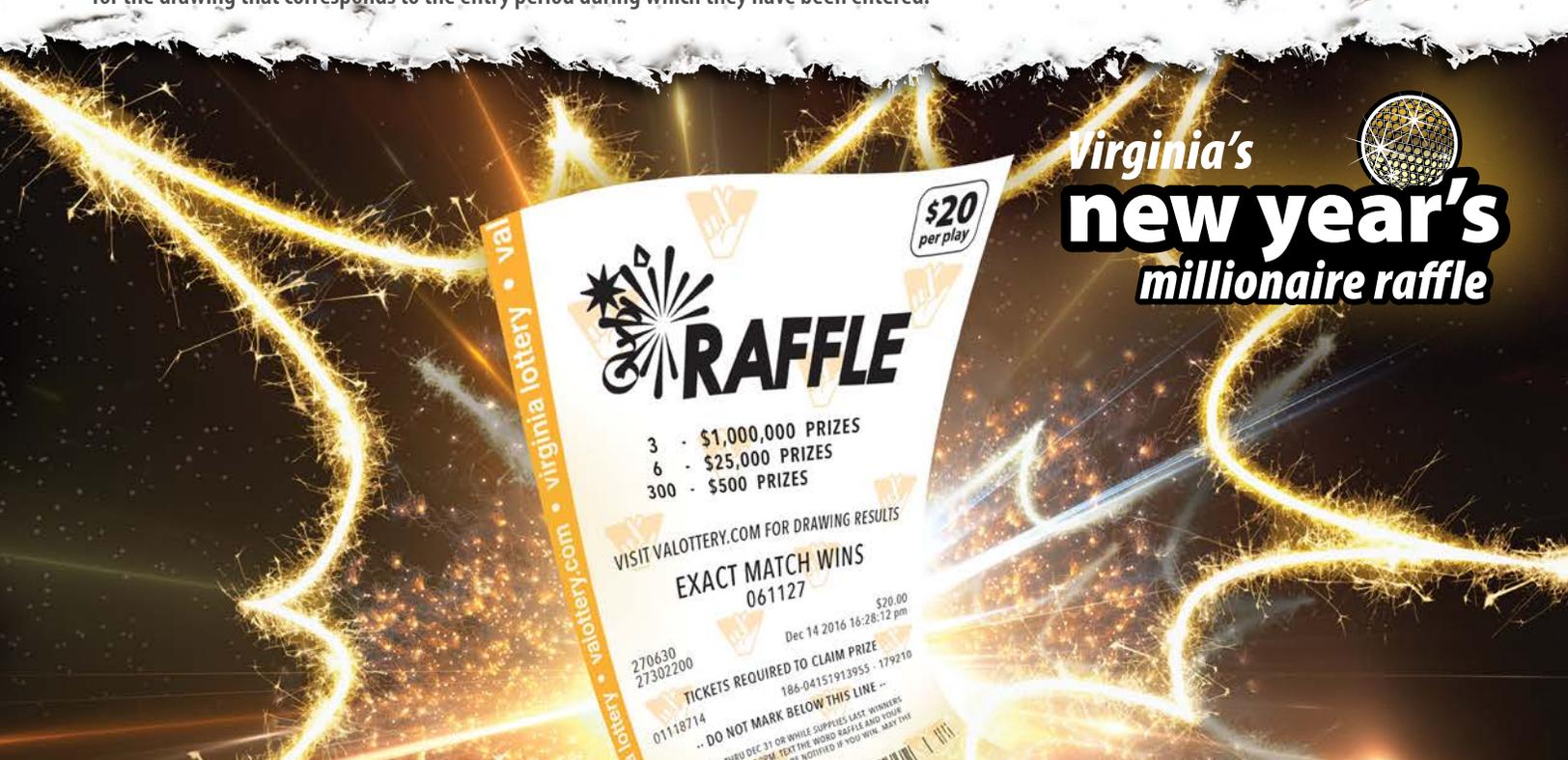
eXTRA Chances is making a little change to help more of your players have a chance to win! Starting on February 7, 2017, there will be a monthly drawing for \$100,000 on the first Tuesday of every month. This drawing will replace the quarterly \$500,000 Grand Prize Drawing. Let your players know that entry starts on January 1, 2017.

Nothing will change for the Daily Cash Prizes throughout the rest of the fiscal year. There are still 150 Daily Cash Prizes per day, and a player can win one prize per day.

MORE CHANCES TO WIN!

\$1 Scratcher	\$25 Cash Card	(30 awarded per day)
\$2 Scratcher	\$25 Cash Card	(30 awarded per day)
\$3 Scratcher	\$50 Cash Card	(30 awarded per day)
\$5 Scratcher	\$75 Cash Card	(30 awarded per day)
\$10 Scratcher	\$100 Cash Card	(30 awarded per day)

Non-winning *Scratchers* with eXTRA Chances can be entered online at valottery.com for a chance to win a Daily Cash Prize and be entered into the monthly \$100,000 Grand Prize Drawing. *Scratchers* entered by mail will be entered into the monthly \$100,000 Grand Prize Drawing. *Scratchers* entered are valid only for the drawing that corresponds to the entry period during which they have been entered.



Virginia's new year's millionaire raffle

NEW YEAR'S MILLIONAIRE RAFFLE

Don't forget to tell your players that tickets for the *New Year's Millionaire Raffle* are back and provide the best odds for three lucky Virginians to become a millionaire!

There is a limited amount of tickets available, and sales end on December 31, 2016, or when tickets sell out, whichever comes first.

3 LUCKY VIRGINIANS WILL BECOME MILLIONAIRES ON 1.1.17

PRIZE	QUANTITY	ODDS
\$1,000,000	3	1 in 110,000
\$25,000	6	1 in 55,000
\$500	300	1 in 1,100

330,000 TICKETS AVAILABLE!



A RECORD-SETTING YEAR

FISCAL YEAR 2016 BY THE NUMBERS

BIGGEST PROFITS FOR PUBLIC SCHOOLS

Total profits:
\$588
million

Every dollar of Lottery profits benefits K-12 public education in the Commonwealth



Lottery profits make up about **8%** of Virginia's education budget

PAYDAY FOR PLAYERS

Total payout to players:
\$1.2
billion

New fiscal year record!



Including **28 tickets** that won at least **\$1 million**

MILESTONE SALES

Total sales:
\$2
billion

New fiscal year record!



Scratcher sales made up **55%** of overall sales

REWARDS FOR RETAILERS

Stores selling tickets earned:
\$113
million

New fiscal year record!



5% commission on every ticket sold and **1% cashing bonus** for all redeemed prizes



we're game

play responsibly. Must be 18 or older to play.
Virginia Problem Gambling Helpline: 1-888-532-3500



Each fiscal year runs July 1 – June 30.
Please visit valottery.com/playing_matters for more information.

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RETAILER SUCCESS STORY

WORKING TOGETHER TO ACHIEVE RESULTS

Sales Rep Anne Marie Aull and Owners Andy and VP Patel are constantly working together to maximize lottery sales in Market Express #2 & #4. The two owners ALWAYS keep their bins full and ALWAYS put out the new *Scratchers* as soon as they come out. They even work with Anne Marie to host in-store promotions to create excitement and provide a wonderful experience for their customers. As a result of this hard work, sales in both stores have increased 98% over last year!

Anne Marie, Andy and VP are GAME. ARE YOU?



Ask yourself, are you maximizing your lottery sales? If not, work with your Sales Rep to learn what we can do to help grow your business.

HOLIDAY SECURITY TIPS

**IMMEDIATELY UPON ARRIVAL,
LOTTERY SCRATCH TICKET
SHIPMENTS SHOULD BE
CONFIRMED AND THEN PLACED
IN A SECURELY LOCKED AREA.**

IN THE EVENT THAT LOTTERY TICKETS ARE STOLEN:

First, notify the local police.
Second, notify Lottery Security immediately at
(804) 692-7220.

DON'T FORGET TO ACCEPT *ONLY* REAL TICKETS WHEN AWARDING PRIZES.

Also, remind players that signing the back of their
winning ticket prevents someone from stealing
their ticket and trying to claim their prize.



we're game

play responsibly. Must be 18 or older to play.
Virginia Problem Gambling Helpline: 1-888-532-3500



Odds of winning top prize in each game: 2017: 1 in 489,600; Ch-Ch-Ch-Chia Cash: 1 in 1,080,000; 20 Years of Cash!: 1 in 2,080,800; Diamond Dig: 1 in 1,040,400; \$4 Million Spectacular Riches: 1 in 1,305,600.

Odds of winning the monthly \$100,000 drawing and the Daily Cash Prizes in the eXTRA Chances Promotion depend on total numbers of entries received.

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NEW DECEMBER SCRATCHERS

AVAILABLE DECEMBER 6, 2016



2017
#1739
\$1 Game
UPC: 617189 017394

Pull Game: _____
BIN #: _____
2nd Display: _____
Vending: _____
Notes: _____

PLEASE ACTIVATE AND PUT OUT
FOR SALE BY DECEMBER 8

PLAYS LIKE FORMER
\$5 TREASURE HUNT



\$4 MILLION SPECTACULAR RICHES
#1738
\$20 Game
UPC: 617189 017387

Pull Game: _____
BIN #: _____
2nd Display: _____
Vending: _____
Notes: _____



CH-CH-CH-CHIA CASH
#1753
\$2 Game
UPC: 617189 0175310

Pull Game: _____
BIN #: _____
2nd Display: _____
Vending: _____
Notes: _____



20 YEARS OF CASH!
#1732
\$5 Game
UPC: 617189 017325

Pull Game: _____
BIN #: _____
2nd Display: _____
Vending: _____
Notes: _____



DIAMOND DIG
#1729
\$5 Game
UPC: 617189 017295

Pull Game: _____
BIN #: _____
2nd Display: _____
Vending: _____
Notes: _____



we're game

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NEW!

MONTHLY SCRATCHER BRANDING

Starting January 2017, there will be new monthly POS that will help brand the monthly *Scratcher* launches. The specific POS will vary each month, but will showcase ALL of the *Scratchers* launching that month and help players learn that new *Scratchers* come out the first Tuesday of every month!

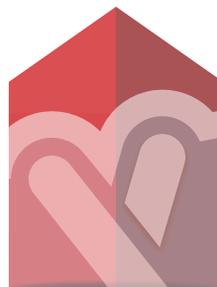
RAISE THE BAR YEARLONG ACTIVATION INCENTIVE

JULY 1, 2016 - JUNE 30, 2017

ACTIVATE EARLY • INCREASE SALES • GIVE PLAYERS NEW GAMES!



EACH LAUNCH
a chance to win
\$100
in Visa gift cards



EACH QUARTER
a chance to win
\$250
in Visa gift cards



YEAR END
a chance to win
\$500
in Visa gift cards



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Playbook is published monthly for retailers and other partners of the Virginia Lottery.
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For additional information visit valottery.com/retailer

