

A Sales Guide for Virginia Lottery Retailers

playbook

FEBRUARY 2017



scratch-tastic tuesday

**NEW
SCRATCHERS
AVAILABLE**
February 7

BACK BY PLAYER DEMAND

BETTER TOP PRIZE
ODDS THAN BEFORE.
NOW 1 in **1,101,600**.

**AVAILABLE
FEBRUARY 7, 2017**

FEATURES:

- A supersized ticket: 8"x12"
- A super value: 4 games for \$10
- 43 chances to win on each ticket
- \$500,000 Grand Prize
- \$100 Bonus Box
- Prize range: \$10 - \$500,000
- Prize payout: 72%

SELLING TIPS:

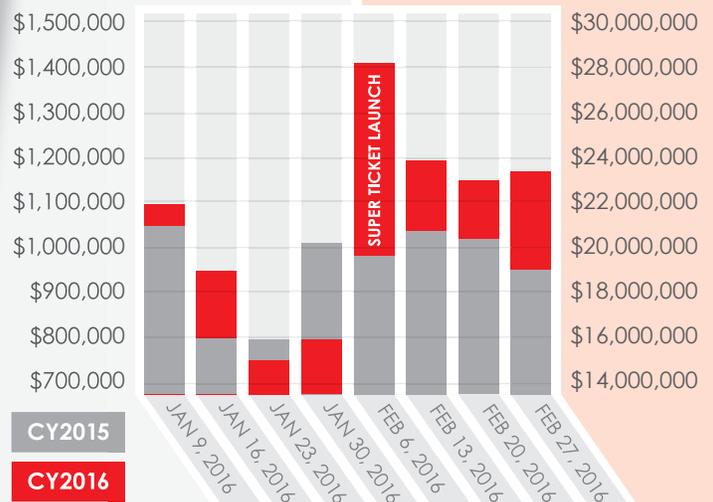
- Make sure *Super Ticket* is in the best visible location for customers to see.
- Make sure you display all available POS.
- Always keep *Super Ticket* bin filled.
- Not all stores will have this ticket for sale, remind your players that YOU have it.



**\$8.5 Million in Retailer
Commissions Earned.**

In the first four weeks of *Super Ticket*'s launch, Retailers earned \$870k more than prior year.

**Scratcher sales
increased \$16.5 million,
\$10.8% over prior year.**

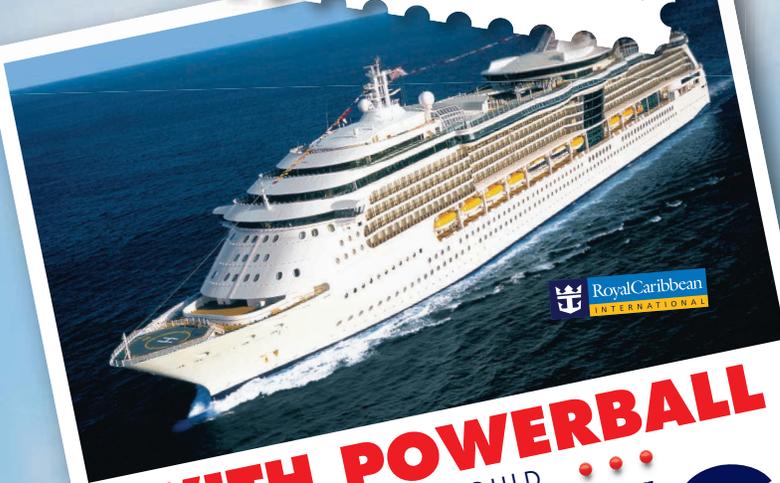


OVER \$30 MILLION IN CASH PRIZES IN THE ENTIRE GAME!
EACH GAME PLAYED SEPARATELY

COZUMEL MEXICO

POWERBALL
POWERPLAY

POWER CRUISE



WITH POWERBALL
YOU COULD
WIN BIG
& Adventure Bigger
WHEN YOU SPEND \$10 ON ONE TICKET

ENCOURAGE \$10 POWERBALL PURCHASES WITH POWER CRUISE™

Starting February 5, 2017, players who purchase \$10 or more on a single Powerball® ticket will receive an entry form for a chance to win the Powerball® Power Cruise™.

Power Cruise™ is a privately-chartered cruise on the Royal Caribbean® Brilliance of the Seas®, reserved exclusively for Power Cruise™ winners. Once onboard, cruisers will have more chances to win with over 20 drawings awarding a total of **\$150,000** in cash prizes!

VIRGINIA IS SENDING 50 LUCKY WINNERS AND THEIR GUESTS.

Entry Forms Available: 2/5/17 - 3/19/17

Entry Period: 2/5/17 - 4/2/17

Draw Date: 4/11/17

Cruise Date: 1/15/18

A CHANCE TO WIN AN EXCLUSIVE 5 NIGHT CRUISE WITH \$150,000 IN CASH PRIZES ONBOARD, PLUS A VIP CONCERT.

Odds of winning top prize in Powerball Power Cruise™ Promotion depend on total number of entries received.

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UPDATES

Scratchers entered after 12/31/16 will be entered into the monthly \$100,000 drawing on 2/7/17.

Don't forget, 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.

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

\$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.

Scratch-tastic Tuesday is coming, check out the new games!

scratch-tastic tuesday



SCRATCH-TASTIC TUESDAY POS WILL:

- Educate your players that the new *Scratcher* launch day is the **FIRST TUESDAY** of every month.
- Educate your players of the newest *Scratchers* being launched every month.
- Features all new *Scratchers* in one place to help players decide which ones they would like to try.
- Maximize your sales during peak launch periods.

CASHING EQUALS MORE PROFIT FOR YOU!

- Lottery customers prefer to shop at retailers that cash prizes.
- At 95% of store visits, Lottery customers purchase at least one other item in addition to Lottery products.
- By putting cash in your Lottery customers' hands, you are helping to ensure they will spend more money in your store.

MONTHLY SALES TIPS

- Work with your Virginia Lottery Sales Rep to generate maximum awareness and sales by placing game, promotion and winner awareness POS in high-traffic areas in your store.
- Make sure your staff is always aware of what new games and promotions are available for your customers; it will help increase customer loyalty and increase your profits.
- Cross-promote to help your customers try different Lottery games and increase your sales.



we're game

Playbook is published monthly for retailers and other partners of the Virginia Lottery.
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Virginia Lottery Executive Director Paula I. Otto
Retailer Hotline 1-800-654-2500

Odds of winning top prize in each game: Blackjack: 1 in 122,400; \$40,000 Taxes Paid: 1 in 1,101,600;
Gold Coin Crossword: 1 in 930,240; Big Bills: 1 in 832,320; Extra Play: 1 in 1,049,143;
Super Ticket Big Money: 1 in 1,101,600.

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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RAISE THE BAR

YEARLONG
ACTIVATION
INCENTIVE

ACTIVATE AND PUT OUT FOR SALE AT LEAST ONE PACK OF **EVERY** NEW GAME WITHIN 3 DAYS OF THE LAUNCH FOR A CHANCE TO EARN ADDITIONAL MONEY THROUGHOUT THE YEAR.

ACTIVATE EARLY • INCREASE SALES • GIVE PLAYERS NEW GAMES!

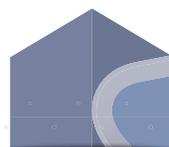
4 STORES PER SALES REP WILL WIN

FOR EACH LAUNCH, QUARTERLY & YEAR-END DRAWING

EVERYONE WINS!

RETAILERS WHO ARE NOT SELECTED DURING THE QUARTERLY DRAWING WILL RECEIVE \$50 IN VISA GIFT CARDS.

IF A RETAILER MISSES A LAUNCH THEY ARE ELIGIBLE FOR OTHER LAUNCHES AND QUARTERS, BUT DISQUALIFIED FOR THE CURRENT QUARTER AND YEAR-END DRAWINGS.



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

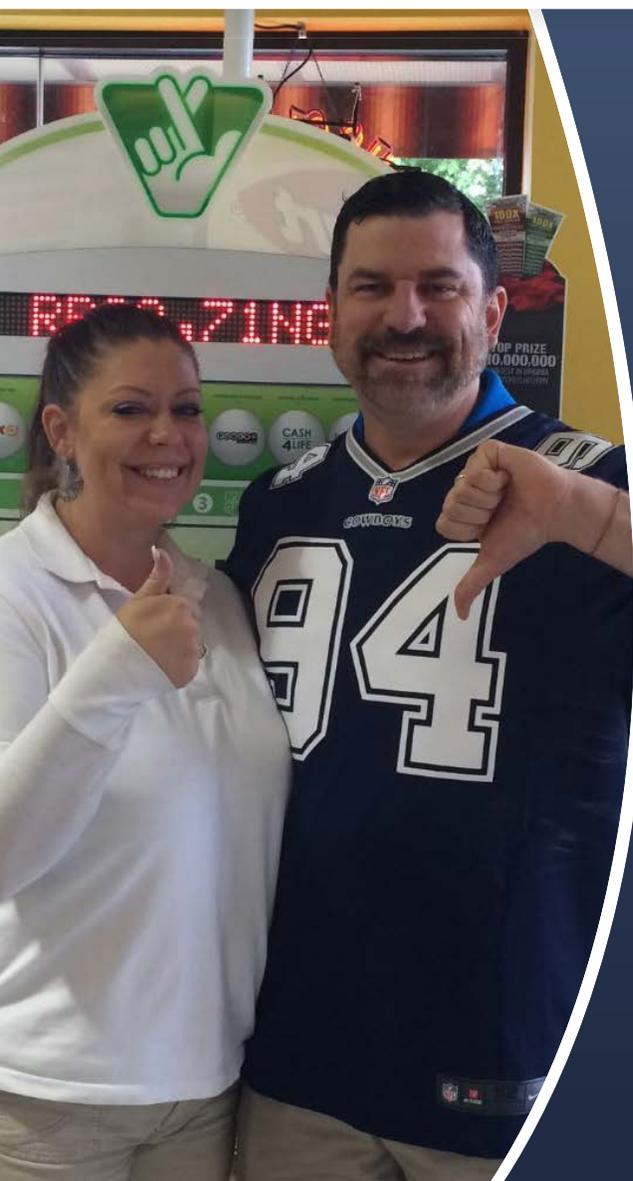
in Visa gift cards

RETAILER SUCCESS STORY

Relationships Are Everything

Sales Rep Mark Sasser and Manager of Handy Mart #21 in Boyce, Marna Welch, have developed an incredible working relationship over the years. Together, they have both worked extremely hard to create a fun enjoyable Lottery experience inside Handy Mart #21. Mark and Marna decided to join in on the fun, by betting on the September Redskins/Cowboys football game. The loser would have to wear the opposing team's jersey for an entire day. As you can see in the picture, Sales Rep Mark Sasser lost the bet because of the Cowboys victory and was forced to wear a Cowboys jersey for an entire day! Mark says, "Marna and I always have fun, and that translates into the customers having fun and the success of this store is a direct result of that."

Mark and Marna ARE GAME, ARE YOU?



NEW SCRATCH-TASTIC TUESDAY SCRATCHERS

AVAILABLE FEBRUARY 7, 2017

PLEASE ACTIVATE AND PUT OUT FOR SALE BY FEBRUARY 9



\$40,000 TAXES PAID
 #1743
 \$2 Game
 UPC: 617189 017431

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



GOLD COIN CROSSWORD
 #1677
 \$3 Game
 UPC: 617189 016779

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



EXTRA PLAY
 #1760
 \$5 Game
 UPC: 617189 017608

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



BIG BILLS
 #1703
 \$5 Game
 UPC: 617189 017035

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



BLACKJACK
 #1761
 \$1 Game
 UPC: 617189 017615

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



BACK BY PLAYER DEMAND

SUPER TICKET BIG MONEY
 #1759
 \$10 Game
 UPC: 617189 017592

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



we're game

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

