

A Sales Guide for Virginia Lottery Retailers

playbook

January 2017



EXTREME GREEN

PRIZES START AT \$10!

OVER \$13 MILLION IN TOTAL EXTREME PRIZES IN THE ENTIRE GAME!

WINNING NUMBERS

\$5



VIRGINIA LOTERIA

Go to valottery.com for additional chances to win more prizes.

SCRATCH HERE FOR **EXTRA** chances

CALLER'S CARD

PLAYING BOARD

SEE BACK FOR PLAY INSTRUCTIONS

\$3

\$3	\$5	\$10	\$20
THE OYSTER	THE BICYCLE	THE COLONIAL	THE SEAL
THE CART	THE DOGWOOD	THE FOXHOUND	THE CAPITOL
THE PEANUTS	THE BUTTERFLY	THE RACE CAR	THE TROUT
THE PARASOL	THE COIN	THE SHIP	THE CARDINAL



10X THE MONEY

WIN UP TO \$100,000!

WINNING NUMBERS

\$5



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SCRATCH HERE FOR **EXTRA** chances

2 FOR 1

In Game 1 and Game 2: Reveal two identical prize amounts in the same Row, win that amount. Each game is played separately.

WIN UP TO 6 TIMES!

GAME 1

ROW 1	Stack of money	Stack of money
ROW 2	Stack of money	Stack of money
ROW 3	Stack of money	Stack of money

GAME 2

ROW 1	Stack of money	Stack of money
ROW 2	Stack of money	Stack of money
ROW 3	Stack of money	Stack of money



Go to valottery.com for additional chances to win more prizes.

SCRATCH HERE FOR **EXTRA** chances

TRIPLE PLAY

3 ways to **PLAY!** 3 ways to **WIN!**

- Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win PRIZE shown for that number.
- Reveal 3 like prize amounts, win that amount.
- Reveal a \$3, win prize shown instantly!

WINNING NUMBERS

YOUR NUMBERS

PRIZE PRIZE PRIZE PRIZE PRIZE

NEW JANUARY SCRATCHERS!

scratch-tastic tuesday

Starting January 2017, we will be launching Scratch-tastic Tuesday! This is a new way to brand the monthly *Scratcher* launches to help your players learn that new *Scratchers* are released and **eXTRA** drawings are on the first Tuesday of every month.

eXTRA chances 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 <i>Scratcher</i>	\$25 Cash Card	(30 awarded per day)
\$2 <i>Scratcher</i>	\$25 Cash Card	(30 awarded per day)
\$3 <i>Scratcher</i>	\$50 Cash Card	(30 awarded per day)
\$5 <i>Scratcher</i>	\$75 Cash Card	(30 awarded per day)
\$10 <i>Scratcher</i>	\$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.

print 'n play

NEW \$2 AND \$3 PRINT 'n PLAY GAMES COMING JANUARY 8!

Print 'n Play continues to give your players more of their favorite games with instant wins.

Crossword Games			Bingo Games			Blackjack Games	
Top Prize	\$10,000	\$20,000	Top Prize	\$10,000	\$20,000	Top Prize	\$30,000
Price	\$2	\$3	Price	\$2	\$3	Price	\$2
Top Prize Odds	1 in 240,000	1 in 280,000	Top Prize Odds	1 in 240,000	1 in 280,000	Top Prize Odds	1 in 240,000
Overall Odds	1 in 4.60	1 in 3.77	Overall Odds	1 in 4.41	1 in 3.77	Overall Odds	1 in 4.61
Replaced			Replaced			Replaced	



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: 2 For \$1: 1 in 979,200; Triple Play: 1 in 918,000; Virginia Loteria: 1 in 816,000; 10X The Money: 1 in 1,049,143; Extreme Green: 1 in 832,320; 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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NEW JANUARY SCRATCHERS



3" TALL

AVAILABLE JANUARY 3, 2017

PLEASE ACTIVATE AND PUT OUT FOR SALE BY JANUARY 5

2 FOR 1

#1733

\$1 Game

UPC: 617189 017332

Pull Game: _____

BIN #: _____

2nd Display: _____

Vending: _____

Notes: _____



TRIPLE PLAY

#1686

\$2 Game

UPC: 617189 016861

Pull Game: _____

BIN #: _____

2nd Display: _____

Vending: _____

Notes: _____



VIRGINIA LOTERIA

#1758

\$3 Game

UPC: 617189 017585

Pull Game: _____

BIN #: _____

2nd Display: _____

Vending: _____

Notes: _____

NEW GAME, SAME NAME



10X THE MONEY

#1736

\$5 Game

UPC: 617189 017363

Pull Game: _____

BIN #: _____

2nd Display: _____

Vending: _____

Notes: _____



EXTREME GREEN

#1709

\$5 Game

UPC: 617189 017097

Pull Game: _____

BIN #: _____

2nd Display: _____

Vending: _____

Notes: _____



we're game

Odds of winning top prize in each game: 2 For \$1: 1 in 979,200; Triple Play: 1 in 918,000; Virginia Loteria: 1 in 816,000; 10X The Money: 1 in 1,049,143; Extreme Green: 1 in 832,320; Super Ticket Big Money: 1 in 1,101,600.

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



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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!



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

BACK BY PLAYER DEMAND

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

Let your players know that *Super Ticket* is returning with the all new *Super Ticket Big Money*, launching on February 7, 2017.

Super Ticket Features:

- A supersized ticket: 8"x12"
- A super value: 4 games for \$10
- 43 ways to win on each ticket
- \$500,000 Grand Prize

