A Sales Guide for Virginia Lottery Retailers

playbook

November 2016

SEE INSIDE
FOR DETAILS

NEW NOVEMBER SCRATCHERS!

VIRGINIA'S LIMITED EDITION HOLIDAY SCRATCHER

ON SALE NOVEMBER 1ST

TOP PRIZE: **$250,000**

41 CHANCES TO WIN ON EACH TICKET

- Loaded with **$100 & $250 Prizes**
- ***eXTRA Chances***
- Prize Payout: **72.5%**
- Ticket Size: 8" x 8" – folds to a **4" x 8" gift card** – perfect for gift giving
- Pack Size: **40 tickets** per pack

HOLIDAY TICKET SELLING TIPS

Educate your Sales staff about this new 8" x 8" game.

Make sure you display all available POS.

Always keep your holiday ticket bin filled.

Not all stores will have this ticket for sale.
Remind your players you have it.

NEW YEAR'S MILLIONAIRE RAFFLE IS BACK

Virginia's new year's millionaire raffle

LIMITED TICKETS AVAILABLE

Raffle ticket sales start on November 1, 2016, and end when all 330,000 tickets are sold out, or on December 31, 2016, whichever occurs first.

DRAW DATE:
JANUARY 1, 2017 @ 10:00 AM

3 LUCKY WINNERS 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

AVAILABLE NOVEMBER 1ST!

$500,000 GRAND PRIZE DRAWING 1.4.17

& UP TO 150 DAILY CASH PRIZES ON VALOTTERY.COM

LOOK FOR SCRATCHERS WITH

eXTRA chances

FOR 2 EXTRA CHANCES TO WIN

eXTRA Chances continues to offer your players two extra chances to win with 150 Daily Cash Prizes and an all NEW $500,000 Grand Prize Drawing on 1/4/17.

Any non-winning *Scratcher* with *eXTRA Chances* is eligible if entered before 11:59:59 on 12/31/16*. Help your players look for *Scratchers* with *eXTRA Chances* and remind them to enter on valottery.com!

*Entries received after 12/31/16 will be entered into the next drawing.

150 DAILY CASH PRIZES

Entry Period: 10/1/16 – 12/31/16

$500,000 GRAND PRIZE DRAWING

We'll also be giving away 100 Cash Cards ranging from $25 – $100 based on the price of the *Scratcher* entered.

Entry Period: 10/1/16 – 12/31/16
Draw Date: 1/4/17

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 *ONLY* ACCEPT 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 are: Festive $50s: 1 in 1,006,400; Sneak A Peek: 1 in 783,360; Tacky Sweater Surprise: 1 in 856,800; Holiday Riches: 1 in 795,600; Season's Winnings: 1 in 734,400.

Odds of winning top prize in Virginia's New Year's Millionaire Raffle: 1 in 110,000. Odds of winning the $500,000 Grand Prize and the Daily Cash Prizes in the eXTRA Chances Promotion depend on total number of entires received.

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NEW NOVEMBER SCRATCHERS

3" TALL

AVAILABLE NOVEMBER 1, 2016

PLEASE ACTIVATE AND PUT OUT FOR SALE BY: NOVEMBER 3

RAISE THE BAR INCENTIVE WINNERS WILL RECEIVE GIFT CARDS IN DECEMBER

FESTIVE $50s
#1722
$1 Game
UPC: 617189 017226

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

SNEAK A PEEK
#1723
$2 Game
UPC: 617189 017233

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

TACKY SWEATER SURPRISE
#1724
$3 Game
UPC: 617189 017240

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

HOLIDAY RICHES
#1725
$5 Game
UPC: 617189 017257

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

TICKET SIZE: 8" x 8"

SEASON'S WINNINGS
#1726
$10 Game
UPC: 617189 017264

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

we're game

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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

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.

we're game

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