

A Sales Guide for Virginia Lottery Retailers

playbook

October 2016



NEW OCTOBER SCRATCHERS!

ALL NEW GAMES AVAILABLE
OCTOBER 9

print 'n play



Blackjack Games	print 'n play blackjack	print 'n play high stakes blackjack
Top Prize	\$30,000	\$50,000
Price	\$2	\$5
Top Prize Odds	1 in 240,000	1 in 480,000
Overall Odds	1 in 4.61	1 in 4.23
Replaces	print 'n play blackjack classic	print 'n play \$50,000 blackjack

Crossword Games	print 'n play smokin' hot crossword	print 'n play daily crossword	print 'n play extreme crossword	print 'n play platinum crossword
Top Prize	\$10,000	\$20,000	\$40,000	\$75,000
Price	\$2	\$3	\$5	\$10
Top Prize Odds	1 in 240,000	1 in 280,000	1 in 340,000	1 in 480,000
Overall Odds	1 in 4.60	1 in 3.77	1 in 3.21	1 in 2.97
Replaces	print 'n play money bag crossword	print 'n play horoscope crossword	print 'n play goldrush crossword	print 'n play diamond dub crossword

Don't forget to tell your players that ALL NEW Print 'n Play games launch on 10/9/16! All 10 Games that are currently available will be replaced with more of your players' favorite games still featuring instant wins!

Bingo Games	print 'n play bonus bingo	print 'n play hot 'n spicy bingo	print 'n play lucky bingo	print 'n play gold bar bingo
Top Prize	\$10,000	\$20,000	\$40,000	\$75,000
Price	\$2	\$3	\$5	\$10
Top Prize Odds	1 in 240,000	1 in 280,000	1 in 340,000	1 in 480,000
Overall Odds	1 in 4.41	1 in 3.77	1 in 3.19	1 in 2.99
Replaces	print 'n play bullseye bingo	print 'n play rockin' bingo	print 'n play safari bingo	print 'n play high roller bingo

WE'RE GAME FOR DEBIT CARDS



WHY ACCEPT DEBIT CARDS FOR LOTTERY?

- Increases sales
- More convenient for customers
- Increases customer loyalty
- Customers more likely to buy additional items with debit card

If you start accepting debit, let your Sales Representative know and we can provide advertisement for your store.

NEW OCTOBER SCRATCHERS



TURKEY PAYOUT
 #1712
 \$1 Game
 UPC: 617189 017127

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

SAME NAME, NEW GAME!



5X THE MONEY
 #1715
 \$2 Game
 UPC: 617189 017158

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



TRIPLING BONUS CROSSWORD
 #1716
 \$3 Game
 UPC: 617189 017165

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



AMAZING 8'S
 #1705
 \$5 Game
 UPC: 617189 017059

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



MILLION DOLLAR MATCH
 #1710
 \$10 Game
 UPC: 617189 017103

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

AVAILABLE OCTOBER 4, 2016

PLEASE ACTIVATE AND PUT OUT FOR SALE BY: OCTOBER 6

RAISE THE BAR INCENTIVE WINNERS WILL RECEIVE GIFT CARDS IN NOVEMBER



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: Turkey Payout: 1 in 489,600; 5X The Money: 1 in 979,200; Tripling Bonus Crossword: 1 in 930,240; Amazing 8's: 1 in 832,320; Million Dollar Match: 1 in 1,101,600.

Odds of winning the \$500,000 Grand Prize and the Daily Cash Prizes in the eXTRA Chances Promotion depend on total number of entries received.

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RETAILER SUCCESS STORY

OUT OF STOCKS GO DOWN, SALES GO UP!

Lottery Sales have always been good at Martins #295 in Stephens City. However, Sales Rep Mark Sasser and Customer Service Manager Stephanie both felt there was opportunity to grow sales even more. Mark explained to Stephanie how keeping Lottery bins filled **at all times** will result in maximizing the stores' sales. He also recommended **taping multiple packs** of *Scratcher* tickets together to reduce out of stocks in the vending machine. As a result, **Scratch Sales are up 33% for the quarter and UP \$35,000 OVER LAST YEAR!** It's amazing what can happen when you work together as a team!

Mark and Stephanie ARE GAME, ARE YOU?



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



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

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