



DIRECTOR'S ORDER NUMBER THREE (2022)

VIRGINIA LOTTERY'S "POWERBALL \$500 GIVEAWAY PROMOTION" FINAL RULES FOR OPERATION.

The Virginia Lottery's "Powerball \$500 Giveaway Promotion Rules" are promulgated in accordance with §§ 2.2-4002B(15) and 58.1-4006A of the *Code of Virginia* to reignite excitement for the Powerball product and its player options. The Promotion is available at participating Virginia Lottery retailer locations, and opens on March 1, 2022 and closes on April 5, 2022, with the the promotion's Prize Drawings on April 12, 2022. These rules amplify and conform to the duly adopted Virginia Lottery regulations for the conduct of lottery games.

A copy of the Promotion Rules may be requested by sending an email to PublicRecords@valottery.com. The Promotion Rules are also available for inspection and copying during normal business hours at the Virginia Lottery headquarters, 600 E. Main Street, Richmond, Virginia, and at each of the Virginia Lottery offices. A copy of the Rules may also be requested by mail by writing to: FOIA Officer, Virginia Lottery, 600 E. Main Street, Richmond, Virginia 23219.

This Director's Order becomes effective on March 1, 2022, and shall remain in full force and effect through the end of Promotion date, unless amended or rescinded by further Director's Order.

/s/Quan Kirk
Quan Kirk, Deputy General Counsel

_02/24/2022_____
Date

/s/ Kelly T. Gee
Kelly T. Gee, Acting Executive Director

_02/28/2022_____
Date



Powerball \$500 Giveaway Promotion Rules – Drawing (Form Entry) 10272021
March 15, 2022

VIRGINIA LOTTERY'S "POWERBALL \$500 GIVEAWAY PROMOTION"
OFFICIAL RULES

- A. PURPOSE:** A Promotion at participating Virginia Lottery retailer locations will be conducted to reignite excitement for the Powerball product and its player options. With this Promotion, five-hundred-dollar (\$500) gift cards will be awarded.
- B. PROMOTION PERIOD:** This Promotion, available at participating Virginia Lottery retailer locations, will begin March 1, 2022, and will end April 5, 2022 with the Prize Drawings on April 12, 2022, ("Promotion Period"). Qualifying Entry Forms will be produced beginning **start of System Day, March 1, 2022, through the end of System Day on March 31, 2022.**
- C. DEFINITIONS** (for purposes of this Promotion):

"Cash Prize" means either a monetary Prize or a gift card Prize.

"Claimant" means a verified Entrant, Participant, or Player who presents an Entry Form that he/she presumes to be a Winning Entry.

"Director" means the Executive Director of the Virginia Lottery as established in Chapter 40 of Title 58.1 (§58.1-4000 *et seq.*) of the *Code of Virginia* or any other employee(s) to whom the Executive Director's authority is lawfully delegated.

"Lottery" means the Virginia Lottery.

"Lottery Board" means the group of seven (7) people, appointed by the Governor of Virginia, with the power to adopt regulations governing the establishment and operation of the Virginia Lottery and to perform other functions that are set out in the *Code of Virginia*.

"Lottery Retailer," "Lottery Sales Retailer," or "Retailer" means a person licensed by the Virginia Lottery to sell and dispense Virginia Lottery Tickets, materials and games.

"Drawing" means a formal process of randomly selecting Entries in accordance with the Promotion Rules.

"Entrant," "Participant," or "Player" means a Person who is at least eighteen (18) years of age, who makes a qualifying purchase or otherwise validly enters a Promotion according to the approved Entry method stated in the Promotion Rules in the hope of winning a Prize.

"Entry" or "Entry Form" means a method, whether electronic or paper-based, by which a Player enters a Drawing or Promotion.

"Participant" or "Player" means a Person who is at least eighteen (18) years of age, who makes a qualifying purchase or otherwise validly enters a Promotion according to the approved Entry method stated in the Promotion Rules.

"Person" means a natural person and may not extend to or be applied to a corporation, company, partnership, association or other entity, or when referring to a Lottery retailer, the term as defined in § 58.1-4009 of the Code of Virginia.

"Present at the Terminal" means that a Player remains physically present at the Virginia Lottery Terminal from the time the Player's order for a Ticket is accepted by the Virginia Lottery Retailer, through completion of the order processing, payment, and delivery of the Ticket to the Player. Players must be present at the Terminal for any purchase.

"Promotion" means the "added value" offer to consumers or licensed Retailers named in the title at the top of Page 1 of these Rules.

"Promotion Rules" or "Rules" means these rules.

"Self-service Vending Machine" or "Vending Machine" means an interactive device by which a Player may select a game, purchase a Ticket, and/or receive a Promotion Entry Form, without the help of a clerk at a Virginia Lottery Retailer or an employee at a Virginia Lottery office or other approved location.

"Prize" or "Prizes" means the winnings as defined in **Section I** ("Prize Description").

"Prizewinner" means a verified Person who is entitled, via Entry verification, to receive a Prize under the rules of a Promotion.

"Promotion" means the "added value" offer to consumers or licensed retailers named in the title at the top of Page 1 of these Rules.

"Promotion Rules" or "Rules" means these rules.

"System Day" means the time at which a particular day begins in the Lottery's gaming system (4:30 AM Eastern Time) to the time the same day ends in the Lottery's gaming system (1:00 AM Eastern Time the following calendar day).

"Terminal" means a device that is authorized by the Virginia Lottery to interact with the Virginia Lottery's central computer system to issue Virginia Lottery Tickets and/or Entry Forms and to enter, receive and process Virginia Lottery transactions that may include issuing Tickets, validating Tickets and transmitting reports.

"Ticket" means a Ticket produced by the Lottery's gaming system and sold by the Virginia Lottery.

"Winning Entry" or "Winning Entry Form" means an eligible Promotion Entry, drawn during the established Drawing(s), which has passed all Lottery validation and security requirements and processes.

D. ELIGIBILITY:

1. This Promotion is open to Persons eighteen (18) years of age or older. A Player may be required to provide proof of his/her date of birth.
2. No officer, employee or Board member of the Lottery, or any officer or employee or board member of any vendor to the Lottery of computer-generated or scratch game goods or services working directly on a contract with the Lottery for such goods or services, or any person residing in the same household of any such board member, officer or employee, or any person under the age of eighteen (18) years, shall be eligible to participate in this Promotion. The Lottery will not award a Prize on any Ticket submitted by, for, or gifted to or transferred to anyone referenced in this **Section D**, or to the transferee of such Person.
3. No officer or employee of Sheetz, Food Lion, Royal Farms, Wegman's, Kroger and/or Weis Market shall be eligible to participate and win a Prize in this Promotion.

E. PROMOTION ENTRY

To participate, a Player must purchase ten dollars (\$10.00) or more of *Powerball* on a single Ticket from a self-service vending machine in a participating retailer location to receive an Entry Form to enter the applicable Prize Drawing. Qualifying Entry Forms will be produced beginning **start of System Day, March 1, 2022, through the end of System Day on March 31, 2022**. Players shall submit Entry Form(s) via the Internet. Entries submitted will only be eligible for the applicable Drawing(s) based upon where the Qualifying Entry Forms were issued. For example, an Entry submitted from a Qualifying Entry Form issued at a Kroger Grocery Store will only be eligible for the Drawing for Kroger Gift Cards

All Entries submitted according to **Section G** ("Internet Entries") and received during the Promotion Entry Period as specified in **Section H** ("Entry Period") will be included in the applicable Prize Drawing(s) established for this Promotion.

A Player may enter the Promotion more than once as long as each Entry is based upon a different eligible Entry Form and the total number of Entry Forms does not exceed the twenty-five (25) daily maximum.

Each Entry Form will contain a unique number that will be necessary to enter via the Internet. Each Entry Form is valid for one (1) Promotion Entry.

F. ENTRY REQUIREMENTS:

1. Only an Entry Form issued in conjunction with a ten dollar (\$10) or more Virginia Lottery *Powerball* purchase on a single Ticket, from a self-service vending machine at a participating retailer location, will be accepted as a valid Entry for this Promotion.
2. Each Entry Form used for this Promotion, must have been issued by the Lottery in an authorized manner and submitted during the Entry Period referenced in **Section H** ("Entry Period").
3. A Player may enter the Promotion more than once as long as each Entry is based upon a different eligible Entry Form. However, a Player is eligible to win only one (1) Prize per Drawing during this Promotion.
4. A Player may submit, to *this* Promotion, a maximum of twenty-five (25) Entry Forms per day over the course of the Promotion.
5. Entry Forms will be issued at the following participating Virginia Lottery retail locations:
 - Sheetz Convenience Stores – Chain #1219
 - Food Lion Grocery Stores – Chain #1361
 - Royal Farms – Chain #1524
 - Wegmans Grocery Stores - #1630
 - Kroger Grocery Stores – Chain #2543
 - Weis Markets – Chain #5769
6. The Lottery will not be responsible for Entries submitted incorrectly or received outside of the established Entry Deadline for the applicable Prize Drawing(s) as specified in **Section H** ("Entry Period"). Such Entries shall be deemed invalid.
7. Only Entries that are submitted in the manner described in **Section G** ("Internet Entries") of these Promotion Rules during the designated Entry Period will be eligible for Entry in this Promotion. Entries submitted via any other method (US mail/courier, drop-off, etc.) will not be accepted for this Promotion and will be deemed invalid.
8. Each Entry must contain current and valid information in order to be eligible. The Lottery will not

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change or update Entry information for an Entry that has already been submitted. The Lottery will not be responsible for data entry errors by entrants nor for connectivity issues involving the player's access to the Virginia Lottery's website.

9. A Prizewinner's *Winner Notification Letter* will be mailed to the address registered with the Winner's player account at the time of their Entry submission. Any Prizewinner whose *Winner Notification Letter* is returned or is undeliverable due to incorrect and/or incomplete address information, expired forwarding address notifications and/or delivery delays due to mail forwarding notifications, and the Prizewinner failed to notify the Lottery before the claim deadline date regarding the incorrect address, will forfeit his/her opportunity to win a Prize in this Promotion. Neither the Lottery nor its designee will be required to attempt delivery of a *Winner Notification Letter* more than once unless the Prizewinner notifies the Lottery **before the claim deadline date** regarding the incorrect address. If the Lottery is notified prior to the claim deadline date, the Lottery will email the required form(s) to the Prizewinner.

G. INTERNET ENTRIES

1. To enter via the Internet, a Player must go to the Lottery's web site at www.valottery.com/powerball500 and successfully complete registration* or login.
*Registration will require entry of a Player's correct full name (consisting of his/her first name and last name – no initials), date of birth, street address, city, state, ZIP code, last four (4) digits of his/her Social Security Number and telephone number.
2. As part of the Lottery's registration process for this Promotion, third-party identity authentication will confirm that the Player is eighteen (18) years of age or older. If a Player's identity cannot be confirmed, additional steps for manual confirmation of identity will be provided.
3. Players must correctly enter **both** the Powerball \$500 Giveaway Promotion Number **and** the eighteen (18)-digit Entry Form Number found on their Entry Form. The Lottery will not be responsible for Promotion or Entry Form numbers that are transposed or entered incorrectly.
4. Once entered via the Internet, Players **are not required** to retain their Entry Form(s) in order to claim a Prize.

H. ENTRY PERIOD:

ENTRY PERIOD
March 1, 2022 (4:30 AM ET), through April 5, 2022 (11:59:59 PM ET)†

†Qualifying Entry Forms will be produced beginning **start of System Day, March 1, 2022, through the end of System Day on March 31, 2022**

- I. PRIZE DESCRIPTIONS:** The Prizes listed below will be awarded via separate drawings as part of this Promotion:

GRAND PRIZES	# OF PRIZEWINNERS
\$500 Sheetz Gift Card	Six (6)
\$500 Food Lion Gift Card	Sixteen (16)
\$500 Royal Farms Gift Card	Two (2)
\$500 Wegman's Gift Card	Three (3)
\$500 Kroger Gift Card	Seven (7)
\$500 Weis Gift Card	Two (2)

If one or more of the originally proposed gift card Prizes becomes unavailable, the Lottery has the discretion to replace such Prize(s) with a Virginia Lottery-branded cash card or equivalent of *equal value*.

PROMOTION DRAWINGS: Six (6) separate Prize Drawings will be conducted on **April 12, 2022** (one drawing per retailer chain to win the corresponding retailer gift cards):

Sheetz Convenience Stores – Chain #1219

Food Lion Grocery Stores – Chain #1361

Royal Farms – Chain #1524

Wegmans Grocery Stores - #1630

Kroger Grocery Stores – Chain #2543

Weis Markets – Chain #5769

Drawings will be conducted from all eligible Entries submitted via the established Entry method and by the established Entry deadline date. The following is an overview of how the Entries will be randomly selected for this Promotion.

1. After the established Entry deadline date, but prior to each Drawing, all eligible Entries submitted for that Drawing will be accounted for and the information loaded into a randomizer program.
2. Representatives from the Lottery's Audit and Security, Marketing Department, and Information Technology Services departments will oversee the use of the randomizer program to select the Winning Entries for this Promotion.
3. Entry Forms will be randomly selected for each Drawing. The order in which the Winning Entries are drawn shall be recorded by Lottery officials. The Lottery's decision shall be final and controlling.
4. Immediately after the Prizewinners are selected for each Drawing, ten (10) alternate Entries per participating retailer chain will also be selected using the same randomizer program. All alternate Prizewinners will be recorded in the order in which they were selected and will be used should any Prizewinner be determined ineligible.

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5. After each Drawing is completed, representatives of the Lottery's Audit and Security, Advertising and Gaming, Administration, and Information Technology Services departments will confirm that the Entries selected in that Drawing are valid.
6. In the event that a selected Entry is deemed invalid (see **Section F** "Entry Requirements"), the first alternate with a valid Entry will be selected as a Prizewinner. This process shall continue until all valid Winning Entries have been selected for the particular Prize.

J. PRIZEWINNER PROCEDURES:

Each Prizewinner selected in association with this Promotion will be notified by the Lottery via U. S. Mail or United Parcel Service (UPS). All Prizewinners will receive a *Winner Claim Form* and an *Affidavit of Eligibility Form*. The Prizewinners will be required to complete and return both forms by the deadline stated in the *Winner Notification Letter*. Any Prizewinner who fails to respond to his/her *Winner Notification Letter* **within** ten (10) **calendar days** from the date listed on their *Winner Notification Letter*, will forfeit his/her Prize.

K. PRIZEWINNER VERIFICATION:

1. Methods used by the Lottery to establish and confirm a Prizewinner's identity include, but are not limited to:
 - viewing and/or copying the Prizewinner's valid government-issued photo identification
 - viewing and/or copying proof of taxpayer identification number (e.g. Social Security number)
 - asking identity-verifying questions in the absence of the aforementioned document proof; and/or
 - viewing and/or retaining the information provided on a *Lottery Winner Claim Form*.
2. **In all cases involving a Promotion Cash Prize greater than \$100**, the Lottery must be provided with the Prizewinner's valid government-issued photo identification and taxpayer identification number (e.g. Social Security number). Payment will be delayed until such a number is provided and the Prizewinner shall not be entitled to interest on the Prize funds attributable to such delay.

L. PRIZE AWARD/PAYMENT:

1. When paying a Prize **in excess of \$600**, the Lottery shall report the winnings or withhold taxes pursuant to rules established by the Internal Revenue Service and Virginia Department of Taxation and shall file the appropriate income reporting form(s) with the Internal Revenue Service and the Virginia Department of Taxation. Additionally, if the Prize is a cash Prize **greater than \$100** and subject to any set-off for delinquent debts, the Lottery shall withhold any monies due under the Commonwealth's Set-Off Debt Collection Act if the agency has registered such debt with the Virginia Department of Taxation and timely notice of the debt has been furnished by the Virginia Department of Taxation to the Lottery.
2. Lottery Prizes awarded during this Promotion are not transferable or assignable. The gift cards awarded with the Promotion are not redeemable for cash, unless otherwise required by law.
3. Each Prizewinner is legally required to include the value of the Prize, as well as any taxes paid by the Lottery on his/her behalf, in his/her taxable income for tax reporting purposes. As a result of accepting a Prize and taking into account a Prizewinner's total taxable income for the year in which the Prize is accepted, a Prizewinner may fall into a higher tax bracket for his/her federal and state tax liabilities for the year in which the Prize is accepted.

4. A Prizewinner agrees to participate in a press conference and agrees to the use of his/her name and/or photo for publicity at the Lottery's discretion. Examples of publicity include, but are not limited to, news releases, Internet, news media and signs at the Lottery Retailer locations. In addition, a Prizewinner agrees to participate in Lottery promotional efforts which may include his/her name, hometown, the amount of the Prize won, and the Promotion won, through "social media," which may include, but will not be limited to, YouTube®, Twitter®, Facebook®, or similar efforts, without additional consent from or compensation to the Prizewinner.

M. CANCELLATION POLICY:

Canceled Drawing or Prize award(s): The Director may, in the Director's sole discretion, cancel the production of Entry Forms, Prize Drawings and/or the awarding of Prizes, on holidays, days of special importance or on days when conditions make conducting the Drawings or awarding Prizes impractical or inappropriate, and may elect to conduct Drawing and/or make-up Drawings and/or the awarding of Prizes at such times and dates, and pursuant to such methods, as the Director may determine, all with the Director's sole discretion. Neither the Lottery, the Director, nor any employee of the Lottery or member of the Lottery Board shall have any liability whatsoever for any such re-schedule/cancellation.

Termination of Promotion: The Director may, at any time, announce a suspension or termination of this Promotion, without advance notice and in the Director's sole discretion, at which point no further Entries will be accepted and no additional Prizes shall be awarded. Neither the Lottery, the Director, nor any employee of the Lottery or member of the Lottery Board shall have any liability whatsoever for any such suspension/termination.

N. DISPUTES: The Director may refrain from awarding/paying a Prize pending final determination under any of the following circumstances:

- if a dispute related to any Prize occurred or if it appears that a dispute may occur;
- if there is any question regarding the identity of the Claimant; or
- if there is any question regarding the validity of any Entry submitted.

No liability for interest arising because of any such delay, or any delay beyond the Lottery's control, shall accrue to the benefit of the Prizewinner pending award/payment of the Prize. The Lottery is neither liable for, nor has it any responsibility to resolve, disputes between or among competing Claimants.

In the event of a dispute or other instance of doubt, the decision of the Director shall be final and binding.

O. GOVERNING LAW: By participating in this Promotion, each person agrees to comply with and abide by the Lottery laws, Lottery regulations, all final decisions of the Director of the Lottery, and these and any other applicable Rules established by the Lottery Board and/or Director of the Lottery for the conduct of this Promotion. Any dispute arising that relates to any aspect of this Promotion shall be governed by the laws of the Commonwealth of Virginia, and the venue for the determination of any such dispute shall be in the city of Richmond, Virginia.

P. WAIVER OF CLAIMS: By entering this Promotion, each Recipient agrees to indemnify, hold harmless, and waive any claims against the Commonwealth of Virginia, the Lottery and any of their affiliates, employees, directors, officers, agents, representatives and assigns of any of said entities, arising, directly or indirectly, out of, or in any way connected with, this Promotion, the Entry Forms issued and/or prizes awarded in connection therewith.

Q. AMERICANS WITH DISABILITIES ACT ("ADA"):

The Lottery is not responsible for any third party's compliance with ADA Rules and Regulations where applicable in connection with the Promotion or the Prizes awarded.