

April 2022

playbook

A Sales Guide for Virginia Lottery Retailers



SCRATCHERS LAUNCHING APRIL 5

Don't Forget: You Can Earn 10% Commission On New Games Activated On Launch Tuesday!

eXTRA chances | Spring Getaway Prize Pack

Every Tuesday in April, five winners each will win a spring getaway prize pack valued at \$2,100 that includes a hotel gift card, a gas gift card and more!

DRAWING
4-5

DRAWING
4-12

DRAWING
4-19

DRAWING
4-26

**Odds of winning any prize in the eXTRA Chances promotion depend on the total number of entries received.*

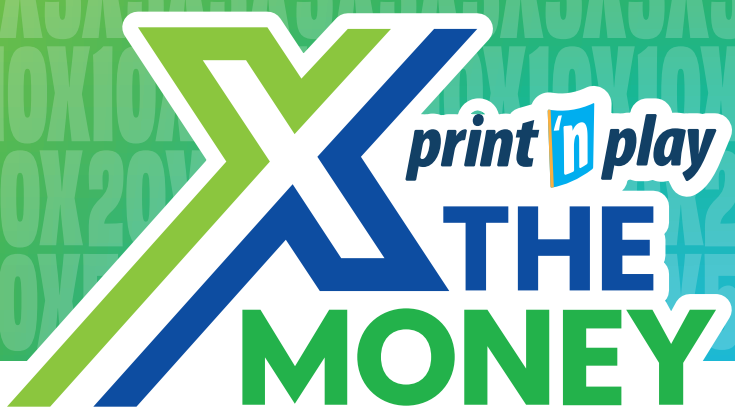
SELLING TIPS

- Activating new games on launch day means a chance to earn 10% commission!
- The sooner tickets are available in your store location, the more likely players will visit. Our loyal players search for new games on launch day.
- Reduce out-of-stocks in your location. More available tickets can lead to an increase in sales in your store.

New Print'n Play Games!

LAUNCHING APRIL 3

NEW GAME	REPLACES	PRICE	TOP PRIZE	OVERALL ODDS	TOP-PRIZE ODDS
		\$2	\$10,000	1 in 4.41	1 in 240,000
		\$3	\$20,000	1 in 3.77	1 in 280,000
		\$5	\$40,000	1 in 3.19	1 in 340,000
		\$10	\$75,000	1 in 2.99	1 in 480,000
		\$2	\$10,000	1 in 4.60	1 in 240,000
		\$3	\$20,000	1 in 3.77	1 in 280,000
		\$5	\$40,000	1 in 3.21	1 in 340,000
		\$10	\$75,000	1 in 2.97	1 in 480,000
		\$2	\$30,000	1 in 4.61	1 in 240,000
		\$5	\$50,000	1 in 4.23	1 in 480,000







5X
10X
20X
50X

THE PRINT 'N PLAY X THE MONEY FAMILY LAUNCHES APRIL 25!

The fun and excitement of the X The Money Scratchers is coming to Print 'n Play! This new family of games offers a chance for an instant win, and the lineup is loaded with prizes and the chance to unlock a multiplier! In each of these games, players must match one of their numbers to one of the winning numbers to win a prize. This simple playstyle makes these games fun and easy to play. The Print 'n Play X The Money family consists of four games. Each offers the chance to find different multipliers and win a different top prize.

HOW TO PLAY

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win prize shown for that number. You can win multiple times on a ticket. Any multiplier applies only to the total prizes won value.

-  **The \$2 game has a top prize of \$10,000 and features multipliers up to 5X.**
-  **The \$5 game has a top prize of \$40,000 and features multipliers up to 10X.**
-  **The \$10 game has a top prize of \$100,000 and features multipliers up to 20X.**
-  **The \$20 game has a top prize of \$250,000 and features multipliers up to 50X.**

To play, players can follow the instructions printed on the front of each ticket or scan it at any Lottery retailer to determine if it is a winner.

To purchase all available price points for \$37 at a Lottery Vending Machine, players can press the All X The Money games button.

THESE TICKETS CANNOT BE CANCELED.

TOP-PRIZE ODDS

Price Point	Overall Odds (1:)	Top-Prize Odds (1:)
\$2	4.48	480,000
\$5	3.52	480,000
\$10	3.07	480,000
\$20	2.98	480,000

For more information on prizes and odds, visit valottery.com.

print n play



DOUBLE DOWN TUESDAY

April 2022 – June 2022

Retailers can earn **10% COMMISSION** on each pack of **NEW** Scratchers activated on the qualifying dates listed below! The activated packs must be from the current launch. Each month is independent of the others, which allows you to qualify for all, some or none of the months. Incentive funds will be paid via EFT.

QUALIFYING
DATES

4/5

5/3

6/7

TO QUALIFY IN A GIVEN MONTH, RETAILERS MUST:

- Activate and put out for sale at least one pack of each new Scratcher launched on the qualifying date.
- Carry at least one (1) unique facing of \$1, \$2, \$3, \$5 & \$10 Scratchers.
- Be in Active status on the date of payout listed in the official rules.

X MARKS THE MONEY PROMOTION!

STARTS ON
APRIL 26

On April 25, the Lottery is launching a new family of Print 'n Play games called X The Money. The X the Money Scratchers have been **A HUGE HIT WITH PLAYERS**, so we decided to bring the theme to Print 'n Play too! The Print 'n Play X The Money family also features a new \$20 ticket.

On April 26, the X Marks The Money Promotion starts, and it features 105 total winners and \$102,000 in total prizes! The grand prize is \$20,000!

If a player purchases a Print 'n Play X The Money game from April 26 through the end of May 31, the player gets a trailing entry form with an entry code. The value of the entry code is equal to the price of the ticket purchased. For example, a \$10 Print 'n Play X The Money ticket will generate an entry code worth 10 entries.

There will be five drawings over the course of the promotion. For the first four drawings, the entries will be valid only for the drawing in which they are entered. For the final drawing, new entries and any entries that have not previously won in one of the first four drawings will be eligible to win.

DRAWING - 1
One \$2,000 winner;
20 \$500 winners

DRAWING - 2
One \$5,000 winner;
20 \$500 winners

DRAWING - 3
One \$10,000 winner;
20 \$500 winners

DRAWING - 4
One \$15,000 winner;
20 \$500 winners

DRAWING - 5
One \$20,000 grand-
prize winner;
20 \$500 winners

Encourage players to try the Print 'n Play X The Money games, and remind them that there's another chance to win with the X Marks The Money Promotion! Visit valottery.com/xthemoney for promotion details.

** Odds of winning top prize in a Print 'n Play X The Money game: 1 in 480,000.
Odds of winning a prize in the X Marks The Money Promotion depend on the total number of entries received.*

SCRATCHERS LAUNCHING APRIL 5

NEW SCRATCHER TUESDAYS ON FACEBOOK

Tell your players to check out our Facebook page the first Tuesday of each month for a chance to win a prize pack!

**DON'T FORGET:
YOU CAN EARN
10% COMMISSION
ON NEW GAMES
ACTIVATED ON
LAUNCH TUESDAY!**



\$1

#2155 Baseball Loot

Hit the diamond with Baseball Loot! A player could win up to \$3,000!

TOP PRIZE ODDS:
1 in 1,224,000

UPC: 617189021551

PULL GAME: _____
BIN #: _____
2nd DISPLAY: _____
VENDING: _____
NOTES: _____

\$5

#2156 10 Years of Ca\$h

This game features the chance to win up to \$600,000 (\$5,000 a month for 10 years)*!

TOP PRIZE ODDS:
1 in 2,856,000

UPC: 617189021568

PULL GAME: _____
BIN #: _____
2nd DISPLAY: _____
VENDING: _____
NOTES: _____

\$10

#2142 \$55,000,000 Cash Blowout

This Scratcher is loaded exclusively with \$50, \$100 and \$500 prizes, which means all prizes can be cashed at retail!

TOP PRIZE ODDS:
1 in 1,530

UPC: 617189021421

PULL GAME: _____
BIN #: _____
2nd DISPLAY: _____
VENDING: _____
NOTES: _____

\$30

#2143 \$173,000,000 Extravaganza

This game is packed with prizes ranging from \$100 to \$500! A player could win up to \$5,000,000** playing this game!

TOP PRIZE ODDS:
1 in 2,529,600

UPC: 617189021438

PULL GAME: _____
BIN #: _____
2nd DISPLAY: _____
VENDING: _____
NOTES: _____

*\$5,000 a month for 10 years (\$600,000) prizes will be paid in annual installments for 10 years. Cash value = \$566,044.

**All \$5,000,000 prizes will be paid in annual installments for 30 years. Cash value = \$3,125,000.

SELLING LOTTERY DRIVES ADDITIONAL SALES & PROFITS TO CONVENIENCE STORES



**AN AVERAGE
RETAILER MAKES
\$24,146
IN ANNUAL GROSS
REVENUE ON LOTTERY.**

*In comparison, lighters made \$5,746,
and energy shots made \$6,692.*

On average,
**LOTTERY PLAYERS
SPEND 65% MORE**
than Non-Lottery
players in a C-Store.

**63% of U.S.
LOTTERY
SALES**
come from
C-Stores.

Lottery products
account for
**16% OF GROSS
INSIDE RETAIL
SALES.**

LOTTERY PLAYERS ARE:

70% more likely to buy cigarettes
62% more likely to buy beer
57% more likely to buy candy
56% more likely to buy soda
than non-Lottery players.

TOP THREE PRODUCTS SOLD IN C-STORES*

Cigarettes – \$545,447
Food Service – \$462,801
Lottery – \$423,529

**In terms of annual
gross inside sales.*

95%
of LOTTERY
BUYERS purchase
at least one extra
item inside the
C-Store.

89%
of the U.S.
population will
purchase a
LOTTERY TICKET
in their lifetime.

20%
of customers
enter the C-Store
after pumping
gas because
of LOTTERY.

*Sources: MRI-Simmons,
NACS SOI, LaFleur's,
NACS Magazine*