

August 2022

playbook

A Sales Guide for Virginia Lottery Retailers



SCRATCHERS LAUNCHING AUGUST 2

LIMITED TIME ONLY!

POWERBALL
FIRST MILLIONAIRE
OF THE YEAR®
LIVE ON
DICK CLARK'S
NEW YEAR'S
ROCKIN' EVE

AUGUST 1 – SEPTEMBER 30

IT'S THE POWERBALL FIRST MILLIONAIRE
OF THE YEAR® PROMOTION!

- From August 1 through September 30, when a player purchases \$10 or more of Powerball on a single ticket at retail, they will get a trailing entry form for the Powerball's First Millionaire of the Year® Promotion! The Promotion Number and Entry Form Number can be entered online to complete the entry process.
- Players also can make a qualifying purchase for this promotion at valottery.com or in the Lottery app. When a player purchases \$10 or more of Powerball on a single shopping cart item at valottery.com or in the app, the player will receive an actionable email. The player must click the link in the email to be entered into the promotion. Players also can enter the promotion by scanning their retail entry form with their phone's camera on the Lottery website or in the app.
- Five winners (one each in the five Lottery drawings in this promotion) will win the trip to New York City, and one winner from Virginia is guaranteed to be a finalist and get a chance to win the \$1 million prize. The NYC trip is valued at \$20,000, and estimated taxes on the trip will be paid by the Lottery. .
- The Lottery also will draw a winner for one \$2,023 prize in each of the five drawings.
- Draw dates: 9/13, 9/20, 9/27, 10/4 & 10/11

DETAILS AT VALOTTERY.COM/MILLIONAIRE.

Odds of winning Powerball estimated annuitized jackpot: 1 in 292,201,338.

Odds of winning a prize in a Virginia Lottery drawing for the Powerball First Millionaire of the Year Promotion depend on the total number of entries received.

Odds of winning the \$1 million prize in the Powerball First Millionaire of the Year Promotion depend on the total number of finalists from all participating lotteries in this promotion. See official promotional rules for details.

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VIRGINIA LOTTERY

Must be 18 or older to play.
Virginia Problem Gambling
Helpline: 1.888.532.3500
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valottery.com

RETAILER SPOTLIGHT

Suffolk Sunoco is located on Godwin Boulevard in Suffolk and is a well-known store in the area. The store's success is the result of good partnership between Falguni, the store manager, and Sales Representative Jimmy Cruz. The Suffolk Sunoco staff tries to make sure the best-selling games are always available, to fill empty bins immediately when the tickets sell out and to provide exceptional customer service to players. All of that has resulted in players returning to the store daily for Lottery products.

These proactive practices have generated a 13% increase in overall Lottery sales from June 2021 to June 2022. Suffolk Sunoco successfully grew its

Scratcher sales by 36% year-over-year from June 2021 to June 2022. Recently, the store sold a \$100,000 top-prize winner in the Crossword 5X Series Scratcher. Suffolk Sunoco made sure to post signage in the store to let players know about the winning ticket.

Jimmy Cruz describes Suffolk Sunoco as being a joy to work with. Suffolk Sunoco has two Lottery Vending Machines and three Flex terminals. The staff manages all terminals to make sure there is a variety of games for players and to create a welcoming environment for them to play.

GOOD JOB, SUFFOLK SUNOCO!



July 2022 through June 2023

Retailers can earn additional commission on the first pack of each **NEW** Scratcher activated on the qualifying dates listed below. Packs activated on Day 1 qualify for **3% additional commission**, and packs activated on Day 2 qualify for **2% additional commission**. The activated packs must be from the current launch. Each month is independent of the others, which allows you to qualify in all, some or none of the months. The incentive will be paid via EFT.

TO QUALIFY IN A GIVEN MONTH, A RETAILER MUST:

Activate and put out for sale at least one (1) pack of each of the new games within the first two (2) days of the day of launch.

AFTER ACTIVATING, REMEMBER TO:

- Keep your bins and Lottery Vending Machines full.
- Activate new packs as needed to keep sales rolling – **Don't wait!**
- Remind your employees about the new Scratchers and promote the new Scratchers to your customers.
- Display and promote winners sold in your store.
- Cash all winning tickets for prizes up to \$600!

RETAILER ELIGIBILITY:

Must be in Active status for the entirety of the month in which the packs are activated in order to receive the incentive for that month.

MONTH	DAY 1	DAY 2
July	7-5-22	7-6-22
August	8-2-22	8-3-22
September	9-6-22	9-7-22
October	10-4-22	10-5-22
November	11-1-22	11-2-22
December	12-6-22	12-7-22
January	1-3-23	1-4-23
February	2-7-23	2-8-23
March	3-7-23	3-8-23
April	4-4-23	4-5-23
May	5-2-23	5-3-23
June	6-6-23	6-7-23

eXTRA chances | Summer Money

Every Tuesday in August, 20 winners each will win \$500!

DRAWING
8.2

DRAWING
8.9

DRAWING
8.16

DRAWING
8.23

DRAWING
8.30

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



If you are experiencing any issues with your Lottery terminals, products or account, call the Retailer Support Hotline at **1.800.654.2500**.

Select the option based on the reason for your call.

Option 1: Equipment

Option 2: Problem Tickets

Option 3: Accounting Inquiries

Option 4: All Other Inquiries

When calling, make sure to have your retailer number ready.



NEW \$50 Scratcher Coming This October!

The Virginia Lottery is launching its first-ever \$50 Scratcher in October! Here are some of the details:

PACK COST:
\$1,000

SCRATCHERS PER PACK:
20

COMMISSION PER SCRATCHER:
\$2.50

The new \$50 Scratcher is loaded with prizes! Stay tuned for details.

*Actual Scratcher may vary from image shown here.

SCRATCHERS LAUNCHING AUGUST 2



\$3

#2162 7X Bingo Multiplier

Each ticket has four cards and gives players a chance to multiply a prize!

TICKET SIZE: 4" X 6"

TOP PRIZE ODDS:
1 in 1,632,000

UPC: 617189021629

PULL GAME: _____

BIN #: _____

2nd DISPLAY: _____

VENDING: _____

NOTES: _____

\$5

#2163 Extreme Crazy 8s

This Scratcher has 17 chances to win! A player could win up to \$88,000 playing this game!

TICKET SIZE: 4" X 8"

TOP PRIZE ODDS:
1 in 2,040,000

UPC: 617189021636

PULL GAME: _____

BIN #: _____

2nd DISPLAY: _____

VENDING: _____

NOTES: _____

\$10

#2190 \$10,000 Stacks

If a player finds a WIN ALL, the player wins all 20 prizes on the ticket! The entire game has 80 \$10,000 prizes!

TICKET SIZE: 4" X 8"

TOP PRIZE ODDS:
1 in 29,070

UPC: 617189021902

PULL GAME: _____

BIN #: _____

2nd DISPLAY: _____

VENDING: _____

NOTES: _____

\$20

#2187 \$20,000 Bankroll

The entire game features 200 prizes of \$20,000, and each ticket gives the player a chance to find a multiplier!

TICKET SIZE: 4" X 10"

TOP PRIZE ODDS:
1 in 15,300

UPC: 617189021872

PULL GAME: _____

BIN #: _____

2nd DISPLAY: _____

VENDING: _____

NOTES: _____
