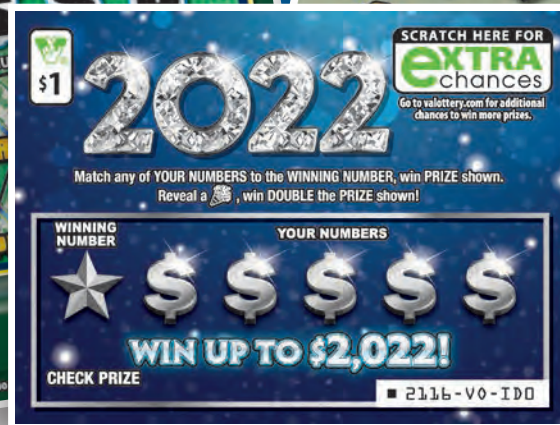


December 2021

playbook

A Sales Guide for Virginia Lottery Retailers



SCRATCHERS LAUNCHING DECEMBER 7



Holiday Money

Every Tuesday in December,
25 winners each will win \$1,000!

DRAWING
12·7

DRAWING
12·14

DRAWING
12·21

DRAWING
12·28

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

There's More to Earn!



Retailers can earn
as much as 8%
commission by
activating at least
one (1) pack of
each new December
Scratcher and putting
it out for sale on
Day 1, or 7% on Day 2
or 6% on Day 3.

How to Qualify

- Activate and put out for sale at least one (1) pack of each new December Scratcher within the first three (3) days of launch.
- Have and maintain at least one (1) unique game facing of the following price points: \$1, \$2, \$3, \$5 and \$10.

Retailer Eligibility

- The retailer must be in Active status for the entire month. The program ends December 31, 2021.

**Retailers can qualify in any month in which they meet the qualifiers.*



A NEW DRAW GAME IS COMING IN JANUARY!

CASH POP will give players the chance to win from \$5 up to \$2,500 for matching just 1 number. The prize amount the player could win is based upon the amount the player wagers. **CASH POP** will have five drawings every day. In each drawing, the Lottery will draw one number from 1 to 15. The goal is to match your number to the number drawn. Stay tuned for more information about **CASH POP**!

Odds of winning the **CASH POP top prize: 1 in 15,000. The top prize can be won only when \$10 is wagered on a number.*

Statewide Retailer Register Display Incentive

Earn \$75 for an additional display of the November Scratchers!



How to Qualify:

Retailers agree to place, and keep full, an extra four-game register display for the entire promotional period (9/7/21-12/31/21).

- Retailer must activate, and put out for sale, at least two (2) packs of each of the new November games. One (1) pack must be in your regular display, and one (1) pack must be in your new register display within the first two (2) days of launch.
- Retailer agrees that if the November (Holiday) games sell out prior to the end of the promotional period that the retailer will keep the display in place and full by replacing the sold-out game(s) with a new December game.
- Retail locations must be in Active status for the entire promotional period to receive the incentive payout.
- Payments will be made via EFT in January. Retailer can receive the incentive on only one additional display. Having more than one additional display will not result in an additional incentive payout.

RETAILER SPOTLIGHT



Food City Express in Coeburn has prioritized increasing its sales, and it shows. In June 2021, Food City Express installed a Keno monitor. After one month, the store's Keno sales accounted for 48% of the store's total draw sales. In addition to an increase in Keno sales, Food City Express saw its June year-over-year Scratcher sales increase by 45% and draw sales increase by 19%!

The increase in sales at Food City Express qualified the store for an additional Lottery Vending Machine. Now, the store has 90 Scratcher facings! Sales Representative Brady Bunch created a special Lottery Zone for players to have direct access to playslips and pencils and a clear view of the Keno monitor.

KEEP UP THE GOOD WORK, FOOD CITY EXPRESS!

New Print'n Play Games! — LAUNCHING DECEMBER 5

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

2022

VIRGINIA'S NEW YEAR'S MILLIONAIRE RAFFLE IS BACK!

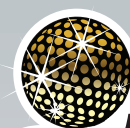
Virginia's New Year's Millionaire Raffle is here with Virginia's best odds to become a millionaire! There are four \$1 million prizes, six \$100,000 prizes and 500 \$500 prizes! The tickets for this game usually sell out, so remind players to get their Raffle tickets sooner rather than later! Raffle tickets also make a great gift for the adults on a player's list. Winners will be announced on January 1, 2022.

PRIZE	QUANTITY	ODDS
\$1,000,000	4	1 in 125,000
\$100,000	6	1 in 83,333
\$500	500	1 in 1,000

**Raffle tickets cannot be canceled.*



Virginia's
new year's
millionaire raffle





gift responsibly

Lottery games are not for minors.

This holiday season, the Virginia Lottery reminds you that Lottery tickets make great gifts... for adults.

Virginia law prohibits selling or giving tickets to anyone younger than 18.

Holiday Cheer 2ND CHANCE PROMOTION

This year, three of the Lottery's Holiday Scratchers are eligible for a 2nd Chance promotion. Players can enter non-winning Holly Dough!, Holiday Cheer or Winter Winnings Scratchers into the Holiday Cheer 2nd Chance Promotion. The promotion features 12 separate drawings. In each drawing, 157 players each will win \$100!

Visit valottery.com/cheer for promotion details.



Odds of winning top prize in each game: Holly Dough!: 1 in 2,040,000; Holiday Cheer: 1 in 1,305,600; Winter Winnings: 1 in 4,896. Odds of winning in the Holiday Cheer 2nd Chance Promotion depend on the total number of entries received.



Security Corner

If you encounter theft at your location, please contact the Virginia Lottery as soon as possible. Call the Retailer Hotline @ 800.654.2500, and select option 2.

SCRATCHERS LAUNCHING DECEMBER 7

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!



\$1

#2116
2022

Player-favorite new-year ticket that features the chance to double a prize!

TOP PRIZE ODDS:
1 in 1,101,600

UPC: 617189021162

PULL GAME: _____

BIN #: _____

2nd DISPLAY: _____

VENDING: _____

NOTES: _____

\$3

#2132
**COLD CASH
MULTIPLIER**

Extended-play game packed with bonus games and the chance for a multiplier!

TOP PRIZE ODDS:
1 in 734,400

UPC: 617189021322

PULL GAME: _____

BIN #: _____

2nd DISPLAY: _____

VENDING: _____

NOTES: _____

\$5

#2121
**FATTER
WALLET**

Five bonus games on the back of the ticket! This game has 20 total chances to win!

TOP PRIZE ODDS:
1 in 1,387,200

UPC: 617189021216

PULL GAME: _____

BIN #: _____

2nd DISPLAY: _____

VENDING: _____

NOTES: _____

\$20

#2122
**\$2,000,000
BONUS MULTIPLIER***

This game features four bonus multiplier boxes! There is over \$61 million in cash prizes in the entire game!

TOP PRIZE ODDS:
1 in 1,387,200

UPC: 617189021223

PULL GAME: _____

BIN #: _____

2nd DISPLAY: _____

VENDING: _____

NOTES: _____

*\$2,000,000 prizes will be paid in annual installments for 30 years. Cash value = \$1,519,757.



TIPS FOR SALES SUCCESS DURING THE HOLIDAYS

- 🎯 Keep Scratchers bins full throughout the day. Plan to fill them prior to peak customer-traffic periods.
- 🎯 Check the terminal paper whenever you open the Lottery Vending Machine.
- 🎯 Double face Holiday games.
- 🎯 Ask players if they are interested in purchasing some of their favorite Lottery games.

HOLIDAY SALES REMINDERS

- 🎯 Full packs of Scratchers make for popular gifts. Work with your sales representative to properly manage inventory.
- 🎯 Inventory levels grow from October through the holiday season to meet customer demand.

Orders may seem heavier, but they are in line with your sales and expected delivery delays.

\$1 and \$2 games are popular gifts, so you'll see the quantity of these games increase.

The holidays bring in a lot of visitors from out of state who might want to play Lottery games.

- 🎯 Contact the Retailer Support hotline at 800.654.2500 with any equipment issues.

HAPPY HOLIDAYS FROM THE VIRGINIA LOTTERY!