

The Virginia Lottery Mobile App!

The Virginia Lottery app allows players to keep digital playslips for their favorite draw games. Retailers can scan the barcode on the digital playslip to create a ticket for a player.



How to create a paper draw-game ticket from a digital playslip:

1. Select the Online/Instant Functions button on the Flex terminal.
2. Select the EZ Cards button.
3. Scan the barcode on the digital playslip with the Flex's barcode scanner.
4. The ticket will print.

If you have any questions about how to create a ticket from a digital playslip, ask your sales representative.

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

January 2023

playbook

A Sales Guide for Virginia Lottery Retailers



SCRATCHERS LAUNCHING JANUARY 3

eXTRA chances | TV & Soundbar

Every Tuesday in January, 10 winners each will win a flat-screen TV and soundbar.

Players can earn 5X the eXTRA Chances entries when entering non-winning tickets from the Jumbo Cash family of games through January 29, 2023!

DRAWING
1-3

DRAWING
1-10

DRAWING
1-17

DRAWING
1-24

DRAWING
1-31

The January 10 drawing is the first drawing in which the multiplied eXTRA Chances entries can be entered.

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

KENO BONUS HOURS

Every Friday in January from 12 p.m. ET to 2 p.m. ET, players have the chance to get a **50% increase in a Keno prize***.

TO QUALIFY, players must purchase \$10 or more of Keno on a single ticket between 12 p.m. ET and 2 p.m. ET on a Friday in January.

A \$50 win that meets the qualifications listed above would turn into a \$75 win!

When the prize is claimed, the additional prize value will be included if the ticket qualifies.

Details at valottery.com/keno.



*A match of 10 numbers when playing a 10 Spot game is not eligible for the prize increase.

Odds to win the Keno top prize are 1 in 8,911,711. Overall odds to win a prize range from 1 in 2.8 to 1 in 16.6. Tickets cannot be canceled. Please see valottery.com for complete game rules.

THE VIRGINIA LOTTERY IS HERE TO HELP ALL RETAILERS MAXIMIZE SALES! HERE ARE SOME SALES TIPS TO USE.



VIRGINIA LOTTERY

- Talk up new-game launch days with your staff and players to increase customer loyalty.
- Work with your sales representative to properly manage inventory and maintain Virginia Lottery merchandising standards.
- Sign up for the Virginia Lottery Services Portal, and subscribe to alerts for real-time updates about new games, unconfirmed orders, empty Lottery Vending Machine bins and more.
- Make sure the ESMM is visible to players. Do not block the ESMM with other items or equipment.

SCRATCHERS LAUNCHING JANUARY 3

Key Selling Point: Group the Jumbo Cash family of games together in ticket displays to make sure players know that there are four different games and price points in the family.



\$1

#2210

**\$5,000
Jumbo Cash**

A player could
win up to
\$5,000!

TICKET SIZE: 4" X 3"

TOP PRIZE ODDS:
1 in 1,224,000

UPC: 617189022107

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

\$2

#2183

**\$20,000
Jumbo Cash**

A player could
win up to
\$20,000!

TICKET SIZE: 4" X 4"

TOP PRIZE ODDS:
1 in 979,200

UPC: 617189021834

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

\$5

#2184

**\$100,000
Jumbo Cash**

A player could
win up to
\$100,000!

TICKET SIZE: 4" X 6"

TOP PRIZE ODDS:
1 in 1,632,000

UPC: 617189021841

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

\$10

#2185

**\$300,000
Jumbo Cash**

A player could
win up to
\$300,000!

TICKET SIZE: 4" X 8"

TOP PRIZE ODDS:
1 in 816,000

UPC: 617189021858

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



January 2023 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 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!

<i>MONTH</i>	<i>DAY 1</i>	<i>DAY 2</i>
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

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.



VIRGINIA LOTTERY

**Coming
Jan. 16, 2023!**

WITHDRAW ONLINE WINS AT RETAIL

Starting January 16, players will be able to withdraw winnings from their online player wallet at any Virginia Lottery retailer.

HOW DOES IT WORK?

Players will present a voucher (on their mobile device or a printed copy) that retailers can validate and cash. On January 9, retailers will see a new button that says Withdraw Voucher on the Flex terminal.

1

A player shows a retailer the withdrawal voucher (on their mobile device or printed copy).



2

The retailer selects the Withdraw Voucher button on the Flex.



3

The retailer scans the barcode on the voucher or manually enters the 13-digit serial number under the barcode.



4

The Withdraw Voucher Validation screen will appear. The retailer will select Yes to validate the voucher and pay the voucher amount.



A successfully validated withdrawal voucher will be listed as a credit to the player and have the label Withdraw in the sales breakdown.



RETAILER BENEFITS:

- Retailers earn 1% cashing commission on all withdrawal vouchers they pay.
- With the paid-out voucher, players will have more spending money to potentially use at your business.

VOUCHERS THAT CAN BE VALIDATED AT RETAIL:

- Vouchers valued from \$1 up to \$250.
- Retailers can validate up to five vouchers per player per day (\$1,250 maximum).
- Vouchers must be redeemed within 30 days. Funds will go back to the player's wallet if past 30 days.
- Vouchers can be paid only once.
- A retailer cannot cancel a voucher; only the player can.

WITHDRAWAL VOUCHER FAQs

Do retailers receive commission for withdrawal vouchers they pay out?

Yes. Retailers will receive 1% cashing commission on all vouchers paid out.

Where will retailers see withdrawal-voucher payouts?

A line item titled Withdrawal Voucher will be added to the daily summary, daily online commissions, total liability, weekly settlement, clerk activity and daily balance terminal reports.

What is the maximum amount retailers can pay out for the withdrawal voucher?

Retailers can pay out up to \$250.

If you have any additional questions, ask your sales representative.

Coming
Jan. 16, 2023!

TICKET CASHING INTO AN ONLINE PLAYER WALLET

Starting January 16, a player will be able to scan winning tickets purchased at retail and have the prize amount (up to \$5,000) added to the player's online player wallet.

HOW DOES IT WORK?

1

A player purchases a Virginia Lottery ticket at retail.

2

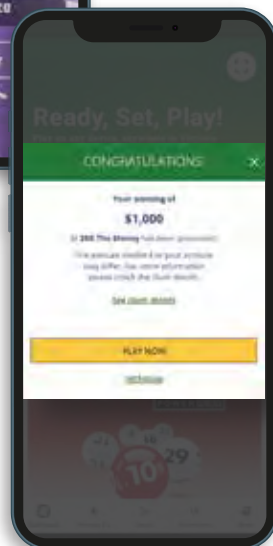
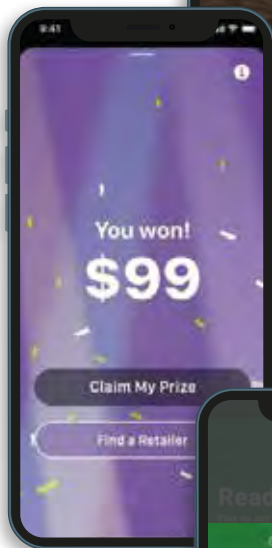
The player opens the Virginia Lottery mobile app and uses the ticket-checking feature to scan the ticket's barcode to see if the ticket is a winner.

3

If the ticket is a winner, the option to claim the prize or find a retailer to claim will appear.

4

The player selects claim a prize, and the prize amount is deposited into the player's online player wallet.



WHAT PLAYERS NEED:

- Players will need to have a valottery.com account to claim a prize in the mobile app. **The maximum amount that can be claimed is \$5,000.** Prizes over \$5,000 will need to be claimed at a Virginia Lottery Customer Service Center.

CASHING INTO AN ONLINE PLAYER WALLET FAQs

Do retailers receive any additional commission for prizes claimed in the mobile app?

Retailers do not receive additional cashing commission when players claim a prize in the mobile app. However, retailers will earn 1% cashing commission on withdrawal vouchers paid out to players as well as the 1% cashing commission for all prizes paid out to players in the retailer's store through the terminal.

What if players do not have a Virginia Lottery account?

Players need a Virginia Lottery account to claim a prize in the mobile app. They will be prompted to create an account.

What happens if the prize is over \$5,000?

The player will see a How to Claim screen and get directions about claiming prizes at a Virginia Lottery Customer Service Center.

If you have any additional questions, ask your sales representative.