

A Sales Guide for Virginia Lottery Retailers



**SCRATCHERS LAUNCHING JULY 5** 

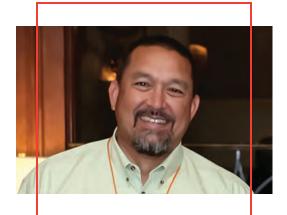


Every Tuesday in July, 15 winners each will win a \$600 gas gift card!

DRAWING **7.5** 



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



Message from the Director Of Sales Dear Virginia Lottery Retailers,

DRAWING

7.12

I hope this edition of Playbook finds you well. As Fiscal Year 2022 ends, we want to express our sincere gratitude for your partnership. On behalf of the entire Lottery team, thank you for your continued support. We have raised more than \$11 billion for Virginia's K-12 public schools since 1999. That would not have happened without your cooperation and support.

This fiscal year, we're happy to announce that you and the team of more than 5,300 retailers have earned an estimated \$117.9 million in sales commissions through the month of April. That's an increase of \$1.7 million over the same period in FY21. Congratulations! That is a new record!

Our partnership grows stronger each year, and we look forward to many successful years ahead. We plan to fill those years with new games, technology, innovation, winners and an unwavering commitment to Virginia's K-12 public schools.

With appreciation, **Tom Sawyer** Director of Sales

Here's to a safe and successful start to this next fiscal year.





#### Sign up for the Virginia Lottery Services Portal

The Virginia Lottery Services Portal is an interactive website that helps retailers grow their business with location-specific data and tools.

#### Virginia Lottery Services Portal Benefits:

Know exactly how much money is due on the next sweep (EFT amount). Always be on top of your earnings and sales amounts and trends. Get real-time alerts on your phone and the dashboard about situations occurring in your store that may be costing you sales.

Easily spread the good news about high jackpot amounts and any winners at your location. Receive detailed reports on your business on your smartphone, laptop or tablet.

Contact your sales representative if you're interested in a Lottery Services Portal profile.

# RETAILER TRAINING

Retailer training is available to all retailers on all Virginia Lottery products and equipment. If you're interested in attending, contact your sales representative. Training is available for new employees and managers as well.



When calling the Virginia Lottery Retailer Hotline, retailers must enter their retailer number before selecting an option.

# The Retailer Hotline number is **1.800.654.2500**.

## PLAY VIRCINIA LOTTERY GAMES ONLINE!

Games available for play at valottery.com can be played on all desktops and mobile devices.

Mega Millions, Powerball, Cash4Life<sup>®</sup>, Cash 5 with EZ Match, Pick 3 with FIREBALL, Pick 4 with FIREBALL, and a library of instant games are on valottery.com, and new instant games launch every month!

> Overall odds of winning a prize in Virginia Bonus Wheel: 1 in 2.42. Jackpot prize odds vary by price point.





**TOP PRIZE** 

**2ND CHANCE** 

**PROMOTION!** 

# Celebrate two years of offering Lottery games online with a 20% cash match!

The Virginia Lottery is celebrating its second year of offering Lottery games online! For the entire month of July, players who purchase an Online Cash voucher at a Lottery retailer will receive a 20% cash match!

Online Cash can be used by any adult with a valottery.com account to play online from anywhere in Virginia without using a debit card or attaching a bank account. The Online Cash vouchers are available for purchase for \$10, \$20, \$50 or \$100.



## TIME IS RUNNING OUT TO ENTER THE CASH POP TOP PRIZE 2ND CHANCE PROMOTION!

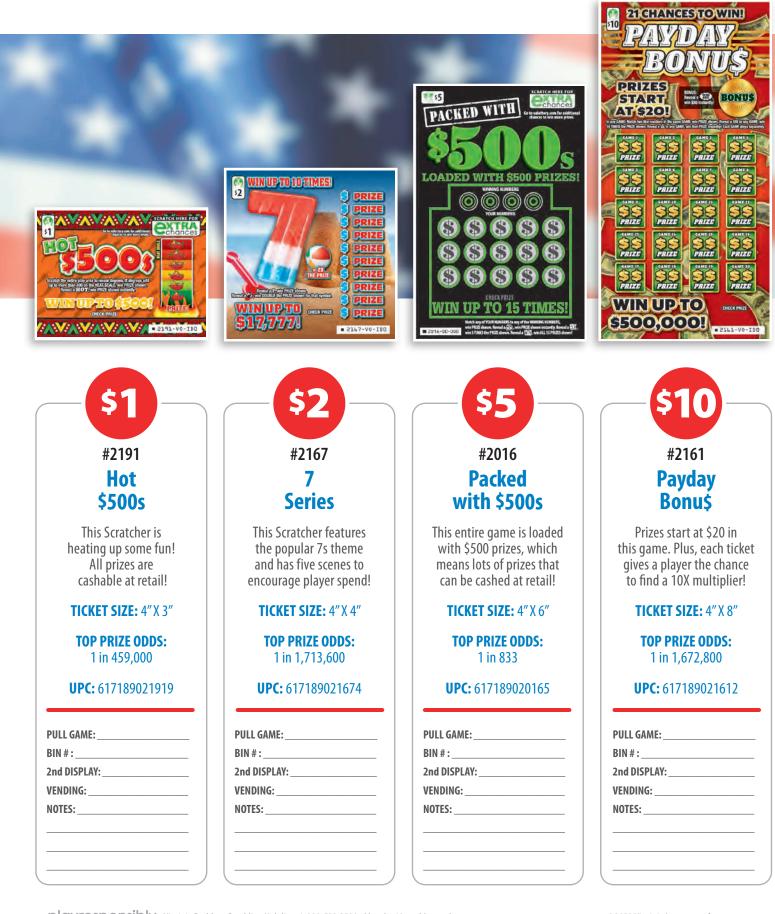
It's Another Chance to Win the Game's Top Prize!

- From now through July 31, a player's non-winning CASH POP ticket means another chance to win the game's top prize of \$2,500!
- In the CASH POP Top Prize 2nd Chance Promotion, one winner each week will win \$2,500!
- Non-winning CASH POP tickets purchased between June 6, 2022, and July, 31, 2022, and for which all drawings have been completed are eligible for entry. Tickets can be entered online until 11:59:59 p.m. ET on August 7, 2022.

### Remind Players About This Chance To Win!

\* Odds of winning CASH POP top prize: 1 in 15,000. The top prize can be won only when \$10 is wagered on a number. The odds of winning a prize in the CASH POP Top Prize 2nd Chance Promotion depend on the total number of entries received.

# **SCRATCHERS LAUNCHING JULY 5**



playresponsibly Virginia Problem Gambling Helpline: 1-888-532-3500. Must be 18 or older to play.