

July 2022

playbook

A Sales Guide for Virginia Lottery Retailers



SCRATCHERS LAUNCHING JULY 5



eXTRA chances | Gas Gift Card

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

DRAWING
7.5

DRAWING
7.12

DRAWING
7.19

DRAWING
7.26

**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,

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.



VIRGINIA LOTTERY
SERVICES PORTAL

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 VIRGINIA LOTTERY GAMES ONLINE!

- ▶ Games available for play at valottery.com can be played on all desktops and mobile devices.
- ▶ Mega Millions, Powerball, Cash4Life®, 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.*





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.

Online Cash voucher Retailer Benefit

Earn 5% commission on all Online Cash purchases.

Online Cash voucher Player Benefit

Voucher is transferable for gift-giving to another adult.

Online Cash vouchers are nonrefundable and expire 180 days after purchase.

Online Cash can be used only for transactions at valottery.com.



CASH POP

TOP PRIZE 2ND CHANCE PROMOTION!

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



\$1

#2191
**Hot
\$500s**

This Scratcher is
heating up some fun!
All prizes are
cashable at retail!

TICKET SIZE: 4" X 3"

TOP PRIZE ODDS:
1 in 459,000

UPC: 617189021919

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

\$2

#2167
**7
Series**

This Scratcher features
the popular 7s theme
and has five scenes to
encourage player spend!

TICKET SIZE: 4" X 4"

TOP PRIZE ODDS:
1 in 1,713,600

UPC: 617189021674

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

\$5

#2016
**Packed
with \$500s**

This entire game is loaded
with \$500 prizes, which
means lots of prizes that
can be cashed at retail!

TICKET SIZE: 4" X 6"

TOP PRIZE ODDS:
1 in 833

UPC: 617189020165

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

\$10

#2161
**Payday
Bonu\$**

Prizes start at \$20 in
this game. Plus, each ticket
gives a player the chance
to find a 10X multiplier!

TICKET SIZE: 4" X 8"

TOP PRIZE ODDS:
1 in 1,672,800

UPC: 617189021612

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

