

June 2022

playbook

A Sales Guide for Virginia Lottery Retailers



SCRATCHERS LAUNCHING JUNE 7

Don't Forget: You Can Earn 10% Commission On The First Pack of Each New Game Activated On Launch Tuesday!



eXTRA
chances

**Home Décor
Gift Card**

Every Tuesday in June, 20 winners each will win a \$500 Wayfair® gift card!

DRAWING
6·7

DRAWING
6·14

DRAWING
6·21

DRAWING
6·28

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

WINNERS LIKE YOU

Winner awareness is an important part of the Lottery's strategy. We want to ensure that players are made aware of wins in a variety of ways. For example, winner-awareness assets can be posted in a store, on the Lottery website and on the Lottery social-media accounts. Players want to know where and how much the winner(s) won.

To increase winner awareness, the Lottery has launched the Winners Like You community on its website. On the community's page, a player is encouraged to submit a story about their Lottery win. For each player who submits their first win story, the Lottery will give the player \$5 off an online Mega Millions purchase of \$10 or more.

Players can submit their stories at valottery.com/winnerslikeyou.

**SUBMIT YOUR STORY
TODAY!**

Offer is valid only once per account.

See valottery.com for details.

*Odds of winning Mega Millions jackpot:
1 in 302,575,350.*



RETAILER SPOTLIGHT



Oaklawn Mini Mart in Hopewell saw a major increase in its FY20 to FY21 year-over-year sales. The store's scratch and draw sales increased by 108%; the store ended FY21 with \$1.1 million in total sales! In FY22, the store is using the same strategies to continue its growth. Manager Riaz Mominkhoja ensures the best-selling games are always available, and the store's bins remain full. He works with Sales Representative Ron Grice to manage the store's inventory and stay current on the latest Lottery releases.

Riaz Mominkhoja and his team at Oaklawn Mini Mart are committed to the success of Lottery products in the store. The store cashes out all prizes up to \$600 and activates new games when the games arrive. Activating new games promptly allows the store to benefit from all of the Lottery's retailer incentives, such as the secondary counter display. Grice reported that Oaklawn Mini Mart is dedicated to providing good customer service too. Strong customer service and keeping bins full are two strategies that help create a loyal player base at a store.

**GOOD JOB, OAKLAWN MINI MART!
KEEP UP THE GREAT WORK!**

DOUBLE DOWN TUESDAY

Retailers can earn **10% COMMISSION** on the first pack of each **NEW** June 2022 Scratcher activated on June 7, 2022! Each activated pack must be from the June 2022 launch. Incentive funds will be paid via EFT.

TO QUALIFY, RETAILERS MUST:

- Activate and put out for sale on June 7, 2022, at least one pack of each new June 2022 Scratcher.
- Carry at least one (1) unique facing of \$1, \$2, \$3, \$5 & \$10 Scratchers.
- Be in Active status on the date of payout listed in the official rules.

PRICE POINT	TICKETS PER PACK	PACK VALUE	COMMISSION PER PACK	INCENTIVE COMMISSION PER PACK
\$1	200	\$200	\$10	\$20
\$2	100	\$200	\$10	\$20
\$3	100	\$300	\$15	\$30
\$5	40	\$200	\$10	\$20
\$10	40	\$400	\$20	\$40
\$20	20	\$400	\$20	\$40
\$30	20	\$600	\$30	\$60

THE FUN
CONTINUES
WITH THE

CASH POP

TOP PRIZE
2ND CHANCE
PROMOTION!

ANOTHER CHANCE TO WIN THE GAME'S TOP PRIZE!

- From June 6 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! There will be eight \$2,500 winners over the course of the promotion.
 - 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.
 - Starting June 6, remind players that a non-winning CASH POP ticket is good for another 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 JUNE 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!

**DON'T FORGET:
YOU CAN EARN 10%
COMMISSION ON THE
FIRST PACK OF EACH
NEW GAME ACTIVATED
ON LAUNCH TUESDAY!**



\$2

#2170

Triple Play

This game features three ways to play and the chance to win up to \$30,000!

TICKET SIZE: 4" X 4"

TOP PRIZE ODDS:
1 in 1,101,600

UPC: 617189021704

PULL GAME: _____

BIN #: _____

2nd DISPLAY: _____

VENDING: _____

NOTES: _____

\$3

#2158

Cherries Jubilee Crossword 3X

New crossword Scratcher that gives a player the chance to unlock a 3X multiplier!

TICKET SIZE: 4" X 6"

TOP PRIZE ODDS:
1 in 1,305,600

UPC: 617189021582

PULL GAME: _____

BIN #: _____

2nd DISPLAY: _____

VENDING: _____

NOTES: _____

\$5

#2159

Joker's Wild

This game features new full-color play spots! A player could win up to \$100,000!

TICKET SIZE: 4" X 6"

TOP PRIZE ODDS:
1 in 1,632,000

UPC: 617189021599

PULL GAME: _____

BIN #: _____

2nd DISPLAY: _____

VENDING: _____

NOTES: _____

\$20

#2165

\$100,000,000 Explosion

Prizes start at \$100! This game has \$100, \$200, \$300 and \$600 prizes only! All prizes are cashable at retail!

TICKET SIZE: 4" X 10"

TOP PRIZE ODDS:
1 in 1,224

UPC: 617189021650

PULL GAME: _____

BIN #: _____

2nd DISPLAY: _____

VENDING: _____

NOTES: _____