

playbook

November 2021

A Sales Guide for Virginia Lottery Retailers



SCRATCHERS LAUNCHING NOVEMBER 2



eXTRA chances **BEST BUY® GIFT CARD**

Every Tuesday in November, 15 winners each will win a \$500 Best Buy® gift card!

DRAWING
11-2

DRAWING
11-9

DRAWING
11-16

DRAWING
11-23

DRAWING
11-30

**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 each month by activating at least one (1) pack of each new game launched 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 game launched each month until December 2021 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 in which the retailer seeks to receive the incentive. The promotional period runs from July 6, 2021, through December 31, 2021.

**Retailers can qualify in one, some or all of the months in which they meet the qualifiers.*

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 the 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.

Launch Date	Launch Price Points	Pack Cost	Game Number	Game Name
11/2/21	\$1	\$200	2114	Holly Dough!
11/2/21	\$2	\$200	2115	Holiday Cheer
11/2/21	\$5	\$200	2120	Winter Winnings
11/2/21	\$10	\$400	2100	Winfall
TOTAL: \$1,000				

RETAILER TRAINING

Sign up today!

The Virginia Lottery now offers training on products and equipment to all retailers! If you are interested in attending, please contact your sales representative.



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

Winning tickets **MUST** be validated before payment. Do not pay a prize from a ticket unless you validate it through the system first.

2021

VIRGINIA'S **BEST ODDS** TO START 2022 AS A MILLIONAIRE!

NEW YEAR'S MILLIONAIRE RAFFLE IS BACK!

Virginia's New Year's Millionaire Raffle returns on November 2 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



Virginia's
new year's
millionaire raffle





Virginians are winning the Cash 5 with EZ Match jackpot!

Since Cash 5 turned into a jackpot game in October 2020, there have been over 30 jackpot winners! The Cash 5 with EZ Match jackpot* starts at \$100,000 and grows until it is won. The EZ Match add-on, which costs an extra \$1 per play, gives players a chance to win up to \$500 instantly. Make sure to remind your players that the Cash 5 with EZ Match jackpot is Virginia-only too!



Odds of winning the Cash 5 with EZ Match jackpot: 1 in 749,398. Odds of winning the EZ Match top prize: 1 in 84,000. *Jackpot prize will be divided equally among multiple winning plays. The advertised top prize is an estimate and is paid in accordance with the Cash 5 with EZ Match game rules. Cash 5 with EZ Match tickets cannot be canceled, and all sales are final.

RETAILER SPOTLIGHT

Walmart #2136 has made it its mission to decrease the out-of-stock percentage in the store, and the store is knocking it out of the park! Rodney Gould has taken ownership of making sure vending is full at all times and working with sales representative Connor O' Brien to ensure the best-selling games are displayed. When Connor visits Walmart #2136, he never finds bins out-of-stock, and Rodney is always eager to hear what the Lottery has coming next. Walmart #2136's year-over-year total Lottery sales are up 113%!



GREAT JOB, RODNEY! YOU'RE A SUPERSTAR!

SCRATCHERS AVAILABLE NOVEMBER 2

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

#2114

HOLLY DOUGH!

Great stocking stuffer that gives players the chance to win up to \$1,000!

TOP PRIZE ODDS:
1 in 2,040,000

UPC: 617189021148

PULL GAME: _____

BIN #: _____

2nd DISPLAY: _____

VENDING: _____

NOTES: _____

\$2

#2115

HOLIDAY CHEER

This game has 12 chances to win plus three bonus chances!

TOP PRIZE ODDS:
1 in 1,305,600

UPC: 617189021155

PULL GAME: _____

BIN #: _____

2nd DISPLAY: _____

VENDING: _____

NOTES: _____

\$5

#2120

WINTER WINNINGS

Loaded with \$500 top prizes, which means lots of cashing opportunities!

TOP PRIZE ODDS:
1 in 4,896

UPC: 617189021209

PULL GAME: _____

BIN #: _____

2nd DISPLAY: _____

VENDING: _____

NOTES: _____

\$10

#2100

WINFALL

Features three player-favorite bonus spots and the chance to win up to \$500,000!

TOP PRIZE ODDS:
1 in 1,550,400

UPC: 617189021001

PULL GAME: _____

BIN #: _____

2nd DISPLAY: _____

VENDING: _____

NOTES: _____



TIPS FOR SALES SUCCESS DURING THE HOLIDAYS

- 🎟️ Keep Scratcher 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!