

October 2022

# playbook

A Sales Guide for Virginia Lottery Retailers

## GAME SPOTLIGHT

A favorite  
game show  
turned into a  
Scratcher!

TOP PRIZE:  
**\$200,000**

Includes  
two games on one Scratcher  
**SPIN THE WHEEL** and  
**SHOWCASE SHOWDOWN™!**

Virginia's first  
**\$50**

Scratcher features bonus  
spots and the chance  
to find a multiplier!

A PLAYER COULD WIN UP TO:  
**\$5,000,000\***

LOADED WITH PRIZES RANGING FROM:  
**\$100 to \$600!**

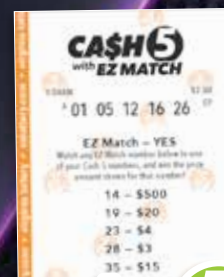
TOTAL PRIZES IN THE ENTIRE GAME:  
**OVER \$326,000,000**



# Get Poppin'!

Purchase five CASH POP  
numbers on a single ticket  
and get a free \$2 Easy Pick  
Cash 5 with EZ Match ticket!\*

**OCTOBER 1-31 OR WHILE SUPPLIES LAST!**



**CASH 5**  
with EZ MATCH

\*Cash 5 with EZ Match tickets available while supplies last. 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. CASH POP tickets cannot be canceled. Odds of winning Cash 5 with EZ Match jackpot: 1 in 749,398. Odds of winning 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 Cash 5 with EZ Match game rules. Cash 5 with EZ Match tickets cannot be canceled, and all sales are final.

**SCRATCHERS LAUNCHING OCTOBER 4**



# eXTRA chances | Grocery Store Gift Card



Every Tuesday in October, 30 winners each will win a \$250 grocery store gift card!

DRAWING  
10-4

DRAWING  
10-11

DRAWING  
10-18

DRAWING  
10-25

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

Non-winning THE PRICE IS RIGHT™  
Scratchers are eligible for



Starting October 4, 2022, any non-winning THE PRICE IS RIGHT™ Scratcher entered into eXTRA Chances gets a player 10 eXTRA Chances entries and 10 entries into a side drawing! There will be four of these side drawings. In each one, 100 players each will win \$50. Tickets can be entered online until 11:59:59 p.m. ET on October 30, 2022. Visit [valottery.com/extrachances](http://valottery.com/extrachances) for details.

Odds of winning top prize in THE PRICE IS RIGHT™: 1 in 2,040,000. Odds of winning a prize in the eXTRA EXTRA!  
Promotion depend on the total number of entries received. Odds of winning any prize in the eXTRA Chances promotion depend on the total number of entries received.



Individuals may come to your store and pose as Lottery employees in an attempt to gain access to tickets or Lottery Vending Machines. Do not give them access to your Lottery products or machines unless they provide the proper identification.

If you have any questions or an attempt occurs at your store, contact your Lottery sales representative.



THERE'S STILL TIME TO GET IN!  
EARN UP TO  
**\$375!**

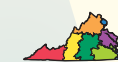
Payout for this promotion is limited to one (1) additional display and a maximum of five (5) additional facings each month.

Retailers can earn \$25 per month for each additional new game facing in a secondary display placed between October and December. The retailer must agree to place and maintain a secondary display at the point of purchase throughout the promotional period.

## ..... TO QUALIFY .....



During the promotional period, retailers must keep a secondary display full with the games selected by the sales rep.



Retailers must activate and put out for sale at least one (1) pack of each new game within the first two days of each monthly launch.



Retail locations must be in Active status to receive the incentive payout. Payments will be made via the retailer's choice of EFT or gift card.

## The Virginia Lottery Mobile App!

The Lottery mobile app has some features that can help you at any time at your retail location. It allows players to check winning numbers. Try to decrease the number of players waiting in line by telling waiting players to download the mobile app today! With the Virginia Lottery app, players can:

- See the winning draw-game numbers from the past 30 days and Keno results from the past 100 drawings
- Review the total amount in prizes won for past drawings



Customers who need help can email [app@valottery.com](mailto:app@valottery.com), or call customer service at (804) 692-7777, Option 3.



# SCRATCHERS LAUNCHING OCTOBER 4



**\$2**

#2173

## Wicked Cash

Four Halloween-themed scenes to encourage player spend!

**TICKET SIZE:** 4" X 4"

**TOP PRIZE ODDS:**  
1 in 734,400

**UPC:** 617189021735

PULL GAME: \_\_\_\_\_  
BIN #: \_\_\_\_\_  
2nd DISPLAY: \_\_\_\_\_  
VENDING: \_\_\_\_\_  
NOTES: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



**\$5**

#2174

## THE PRICE IS RIGHT™

A classic game show in Scratcher form. A player could win up to \$200,000!

**TICKET SIZE:** 4" X 8"

**TOP PRIZE ODDS:**  
1 in 2,040,000

**UPC:** 617189021742

PULL GAME: \_\_\_\_\_  
BIN #: \_\_\_\_\_  
2nd DISPLAY: \_\_\_\_\_  
VENDING: \_\_\_\_\_  
NOTES: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



**\$20**

#2175

## Money Blitz

This entire game is loaded with prizes ranging from \$100 to \$500, which means lots of cashing opportunities.

**TICKET SIZE:** 4" X 10"

**TOP PRIZE ODDS:**  
1 in 1,142,400

**UPC:** 617189021759

PULL GAME: \_\_\_\_\_  
BIN #: \_\_\_\_\_  
2nd DISPLAY: \_\_\_\_\_  
VENDING: \_\_\_\_\_  
NOTES: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



**\$50**

#2150

## \$326,000,000 Fortune

Virginia's first \$50 Scratcher features bonus spots and the chance to find a multiplier! A player could win up to \$5,000,000\* playing this game!

**TICKET SIZE:** 4" X 12"

**TOP PRIZE ODDS:**  
1 in 2,774,400

**UPC:** 617189021506

PULL GAME: \_\_\_\_\_  
BIN #: \_\_\_\_\_  
2nd DISPLAY: \_\_\_\_\_  
VENDING: \_\_\_\_\_  
NOTES: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

All \$2,000,000 prizes in Money Blitz will be paid in annual installments for 30 years. Cash value = \$1,250,000.

\*All \$5,000,000 prizes will be paid in annual installments for 30 years. Cash value = \$3,125,000.



## October 2022 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 the 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!

MONTH	DAY 1	DAY 2
October	10-4-22	10-5-22
November	11-1-22	11-2-22
December	12-6-22	12-7-22
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

# Retailer Ticket Accountability Policy

The Virginia Lottery has updated its Retailer Ticket Accountability Policy, which makes a retailer financially responsible for missing packs of tickets. An investigation will be opened when a retailer or sales representative reports a quantity of four (4) or more missing packs. At the discretion of the Virginia Lottery, an investigation may be opened in the case of smaller quantities and/or multiple occurrences of missing packs.



## TICKET DELIVERY

- When you receive ticket packs, it is essential that you compare the pack numbers listed on the tickets to the pack numbers listed on the packing slip.
  - If everything is correct, scan the barcode on the packing slip to acknowledge delivery.
  - If the ticket pack numbers do not match the ticket pack numbers on the packing slip, take these steps.
    - Select the option to exclude the applicable packs when confirming the order.
    - Report those missing and/or incorrect packs to the Investigations Manager at [VMissingpacks@valottery.com](mailto:VMissingpacks@valottery.com) within 48 hours of delivery. A police report is not required in this case.
  - Notify your sales representative, so that a replacement order can be placed.

## LOST OR STOLEN TICKETS

- Retailers are financially responsible for all tickets shipped to the retail location. All reasonable measures should be taken to safeguard Lottery tickets shipped to your retail location.
- Immediately upon arrival, tickets should be confirmed and placed in a locked and secure area.
- Report lost or stolen tickets to the local police and Lottery Security.

Contact Lottery Security by calling a Customer Service Center or Virginia Lottery headquarters in Richmond at (804) 692-7220.

After 5 p.m. on weekdays and on weekends, contact Retailer Support at 1-800-654-2500.

- It is important to keep an accurate inventory of all tickets regardless of status. Include game number, pack number and ticket numbers for all your Scratcher inventory.
- In the event packs are lost or stolen, it is your responsibility to provide the pack, game and ticket numbers to Lottery Security along with a police report.
  - If the reported tickets are in Confirmed status, Lottery Security can change the status of the reported tickets/packs to Lost/Stolen.
  - If the reported tickets are in Active status, Lottery Security can ONLY change the status of those tickets/packs to Lost/Stolen if they have not been cashed.
- At the first occurrence of missing packs, retailers will receive a warning letter. Subsequent occurrences will result in the retailer being charged an administrative fee. See Table 1 for a breakdown of the fees. The fees shown in Table 1 are nonrefundable whether the missing pack(s) is/are recovered unless an investigation determines the issue to be the fault of the Virginia Lottery.

**Table 1**

PRIOR TO END-OF-GAME ANNOUCEMENT	
Occurrence	Administrative Fee
First	None
Second	\$25 per missing pack
Third	\$100 per missing pack
Fourth and subsequent	Equal to the value of the missing pack(s)
AFTER END-OF-GAME ANNOUCEMENT	
All	Equal to the value of the missing pack(s)

**If you have any questions, please reach out to your sales representative.**