

September 2022

playbook

A Sales Guide for Virginia Lottery Retailers



SCRATCHERS LAUNCHING SEPTEMBER 6



eXTRA chances | Retail Gift Card

Every Tuesday in September, 25 winners each will win a \$350 gift card from a popular retailer!

DRAWING
9·6

DRAWING
9·13

DRAWING
9·20

DRAWING
9·27

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

**A NON-WINNING, QUALIFYING
X THE MONEY SCRATCHER MEANS
DOUBLE EXTRA CHANCES ENTRIES
PLUS A CHANCE TO WIN \$100!**

From September 6, 2022, through October 2, 2022, any non-winning ticket of the X The Money Scratchers listed below is worth double the eXTRA Chances entries and entries into one of four extra drawings. In each of the four extra drawings, 25 players each will win \$100.



We're calling this the eXTRA EXTRA! Promotion. Only non-winning tickets of the games listed to the right are eligible for entry.

X 2144 – 2X THE MONEY (\$1)

X 2145 – 5X THE MONEY (\$2)

X 2146 – 10X THE MONEY (\$5)

X 2147 – 20X THE MONEY (\$10)

X 2149 – 100X THE MONEY (\$30)

VISIT [VALOTTERY.COM/EXTRACHANCES](https://valottery.com/extrachances) FOR MORE INFORMATION!

Odds of winning top prize in each game: 2X The Money: 1 in 1,762,560; 5X The Money: 1 in 1,762,560; 10X The Money: 1 in 1,713,600; 20X The Money: 1 in 1,958,400; 100X The Money: 1 in 2,652,000. Odds of winning any prize in the eXTRA Chances promotion depend on the total number of entries received. Odds of winning a prize in the eXTRA EXTRA! Promotion depend on the total number of entries received.

The NEW \$50 Scratcher is launching this October!



The Virginia Lottery is launching its first-ever \$50 Scratcher in October! Here are some of the details:

PACK COST:
\$1,000

SCRATCHERS
PER PACK:
20

COMMISSION PER
SCRATCHER:
\$2.50

The new \$50 Scratcher is loaded with prizes! Stay tuned for details.

*Actual Scratcher may vary from image shown here.



Retailers can earn \$25 per month for each additional new game facing in a secondary display placed between September 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.

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

LIMITED TIME ONLY!

POWERBALL
FIRST MILLIONAIRE
OF THE YEAR®
LIVE ON
DICK CLARK'S
NEW YEAR'S
ROCKIN' EVE

AUGUST 1 – SEPTEMBER 30

IT'S THE POWERBALL FIRST MILLIONAIRE
OF THE YEAR PROMOTION!

- From August 1 through September 30, when a player purchases \$10 or more of Powerball on a single ticket at retail, the player will get a trailing entry form for the Powerball First Millionaire of the Year Promotion! The Promotion Number and Entry Form Number can be entered online to complete the entry process.
- Players also can make a qualifying purchase for this promotion at valottery.com or in the Lottery app. When a player purchases \$10 or more of Powerball on a single shopping cart item at valottery.com or in the app, the player will receive an actionable email. The player must click the link in the email to be entered into the promotion. Players also can enter the promotion by scanning their retail entry form with their phone's camera on the Lottery website or in the app.
- Five winners (one each in the five Lottery drawings in this promotion) will win the trip to New York City, and one winner from Virginia is guaranteed to be a finalist and get a chance to win the \$1 million prize. The NYC trip is valued at \$20,000, and estimated taxes on the trip will be paid by the Lottery.
- The Lottery also will draw a winner for one \$2,023 prize in each of the five drawings.
- Draw dates: 9/13, 9/20, 9/27, 10/4 & 10/11

DETAILS AT VALOTTERY.COM/MILLIONAIRE.

Odds of winning Powerball estimated annuitized jackpot: 1 in 292,201,338.

Odds of winning a prize in a Virginia Lottery drawing for the Powerball First Millionaire of the Year Promotion depend on the total number of entries received.

Odds of winning the \$1 million prize in the Powerball First Millionaire of the Year Promotion depend on the total number of finalists from all participating lotteries in this promotion. See official promotional rules for details.

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VIRGINIA LOTTERY

Must be 18 or older to play.
Virginia Problem Gambling
Helpline: 1.888.532.3500
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valottery.com

SCRATCHERS LAUNCHING SEPTEMBER 6



\$1

#2144

2X THE MONEY

\$2

#2145

5X THE MONEY

\$5

#2146

10X THE MONEY

\$10

#2147

20X THE MONEY

\$30

#2149

100X THE MONEY

KEY SELLING POINT: These X The Money games could help maximize your sales!

TICKET SIZE: 4" X 3"
TOP PRIZE ODDS:
1 in 1,762,560
UPC: 617189021445

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

TICKET SIZE: 4" X 4"
TOP PRIZE ODDS:
1 in 1,762,560
UPC: 617189021452

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

TICKET SIZE: 4" X 6"
TOP PRIZE ODDS:
1 in 1,713,600
UPC: 617189021469

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

TICKET SIZE: 4" X 8"
TOP PRIZE ODDS:
1 in 1,958,400
UPC: 617189021476

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

TICKET SIZE: 4" X 12"
TOP PRIZE ODDS:
1 in 2,652,000
UPC: 617189021490

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



September 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 day of 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
September	9-6-22	9-7-22
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