

March 2022

playbook

A Sales Guide for Virginia Lottery Retailers



SCRATCHERS LAUNCHING MARCH 1



eXTRA
chances

HOME IMPROVEMENT GIFT CARD

Every Tuesday in March, 20 winners each will win either a \$500 Lowe's® gift card or a \$500 The Home Depot® gift card!

DRAWING
3-1

DRAWING
3-8

DRAWING
3-15

DRAWING
3-22

DRAWING
3-29

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

CHANGE TO THE RETAILER HOTLINE PROCEDURE



- ▶ When calling the Retailer Hotline at **800.654.2500**, please have your Retailer Number available.
- ▶ The Lottery has updated its system, and retailers are required to enter their Retailer Number when calling the hotline.
- ▶ The system requires a minimum of six digits.
- ▶ If your Retailer Number has five digits, please enter a 0 at the beginning to ensure the correct information is transmitted.
- ▶ If you have any questions, contact your sales representative.

AVAILABLE NOW ON VALOTTERY.COM

Cash 5 with EZ Match and the FIREBALL add-on for Pick 3 and Pick 4 are now available for online purchase!



DOUBLE DOWN TUESDAY

March 2022 – June 2022

Retailers can earn **10% COMMISSION** on each pack of **NEW** Scratchers activated on the qualifying dates listed below!

The activated packs must be from the current launch. Each month is independent of the others, which allows you to qualify for all, some or none of the months.

Incentive funds will be paid via EFT.



QUALIFYING DATES



TO QUALIFY IN A GIVEN MONTH, RETAILERS MUST:

- Activate and put out for sale at least one pack of each new Scratcher launched on the qualifying date.
- 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.



play responsibly

MARCH IS NATIONAL PROBLEM GAMBLING AWARENESS MONTH

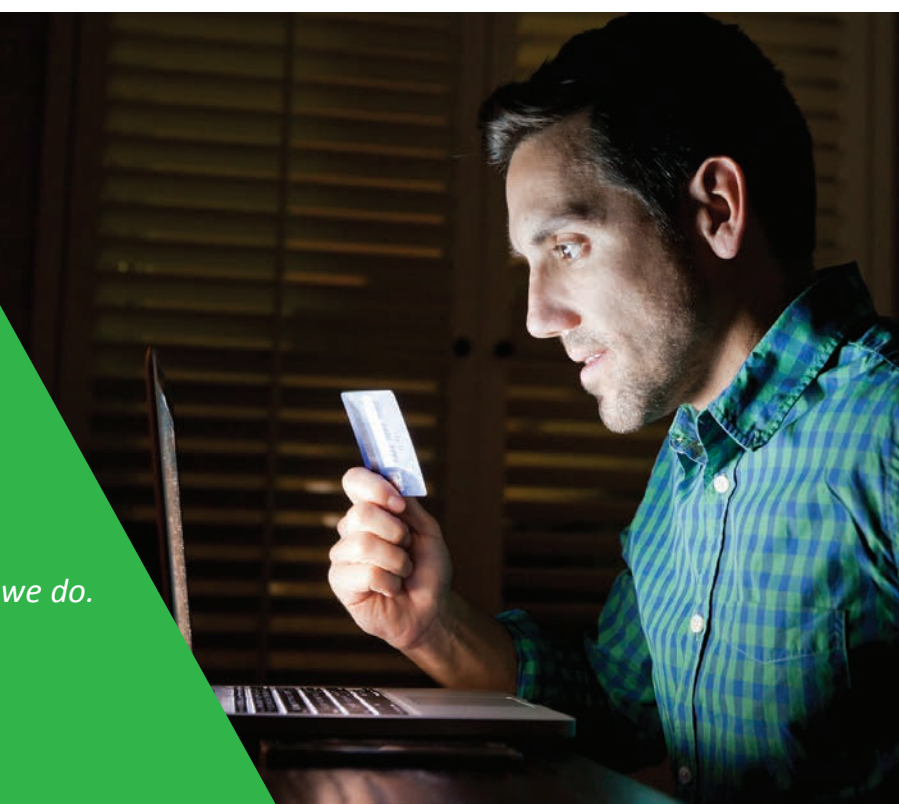
PROBLEM GAMBLING
AWARENESS IS A
CONSTANT PRIORITY FOR
THE VIRGINIA LOTTERY.

That is particularly true during March,
which is National Problem Gambling
Awareness Month.

March is when the Lottery often unveils
new problem gambling awareness assets
and initiatives for employees, retailers and
players. The Virginia Lottery is working to
become a leader among lotteries in problem
gambling awareness. *It's a vital part of what we do.*

**Please help us maintain our
commitment by doing the following:**

- Keep Play Responsibly brochures
handy in case players ask you questions.
- Use the Play Responsibly button on the Lottery
Vending Machine and terminal when necessary.



VIRGINIA PROBLEM GAMBLING HELPLINE: 1.888.532.3500



Security Corner

It is important to keep an inventory of the Scratchers at
your location. If you need an example of an inventory sheet,
your sales representative can provide one for you.

SCRATCHERS LAUNCHING MARCH 1

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 NEW
GAMES ACTIVATED ON
LAUNCH TUESDAY!**



\$2

#2134

Win It All!

A player could win up to 10 times on one ticket! Plus, there's a chance to instantly win all prizes on a ticket!

TOP PRIZE ODDS:
1 in 856,800

UPC: 617189021346

PULL GAME: _____

BIN #: _____

2nd DISPLAY: _____

VENDING: _____

NOTES: _____

\$5

#2121

Fatter Wallet

Each ticket gives you 15 chances to win and a chance to reveal a multiplier!

TOP PRIZE ODDS:
1 in 1,387,200

UPC: 617189021216

PULL GAME: _____

BIN #: _____

2nd DISPLAY: _____

VENDING: _____

NOTES: _____

\$10

#2140

Hit It Big!

This game delivers BIG fun! A player could win up to \$1,000,000*!

TOP PRIZE ODDS:
1 in 1,672,800

UPC: 617189021407

PULL GAME: _____

BIN #: _____

2nd DISPLAY: _____

VENDING: _____

NOTES: _____

\$20

#2148

50X The Money

50X The Money is back with a new look! A player could win up to \$3,000,000**!

TOP PRIZE ODDS:
1 in 1,836,000

UPC: 617189021483

PULL GAME: _____

BIN #: _____

2nd DISPLAY: _____

VENDING: _____

NOTES: _____

*All \$1,000,000 prizes will be paid in annual installments for 30 years. Cash value = \$625,000.

**All \$3,000,000 prizes will be paid in annual installments for 30 years. Cash value = \$1,875,000.