

May 2022

playbook

A Sales Guide for Virginia Lottery Retailers



\$10 **\$300,000**
CROSSWORD
INFERNO

PUZZLE 1, 2 AND 3
PRIZE LEGEND
EACH PUZZLE PLAYS SEPARATELY

3 WORDS	\$10
4 WORDS	\$20
5 WORDS	\$40
6 WORDS	\$100
7 WORDS	\$200
8 WORDS	\$400
9 WORDS	\$10,000
10 WORDS	\$300,000

HOT MATCH: Match two (2) identical symbols, win PRIZE shown.

Go to valottery.com for additional chances to win more prizes.

SCRATCH HERE FOR **EXTRA** chances

WINNING NUMBERS: FULL G A T, O P L A S T E R Y, MYTH U T, O G I N X, BASIS V I V I D, O U T S S, L P A R A C H U T E D, D I P I I, L O C A T E, S P Y T Y S I T



\$20 **WIN UP TO \$2,000,000!**
SUPREME
RICHES

Reveal \$50, \$100 or \$500 in any of the BONUS SPOTS, win that amount.

BONUS SPOTS

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win PRIZE shown.
Reveal a 6, win PRIZE shown instantly. Reveal a 5X, win 5 TIMES the PRIZE shown.
Reveal a 10X, win 10 TIMES the PRIZE shown!

WINNING NUMBERS

YOUR NUMBERS

PRIZE PRIZE PRIZE PRIZE PRIZE



\$5 **DOUBLE**
Your MONEY

PRIZES START AT \$10!

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win PRIZE shown.
Reveal a 2X, win DOUBLE the PRIZE shown! Reveal a 5, win PRIZE shown instantly.

WINNING NUMBERS

YOUR NUMBERS

WIN UP TO \$50,000!

CHECK PRIZE

2127-V0-ID0



\$2 **MONEY MATCH**

PRIZES START AT \$5!

Reveal 2 matching symbols in the same GAME, win PRIZE shown. Reveal a 5 in any GAME, win PRIZE shown instantly! Reveal a 5X in any GAME, win 5 TIMES the PRIZE shown! Each GAME plays separately.

GAME 1 PRIZE	GAME 2 PRIZE	GAME 3 PRIZE	GAME 4 PRIZE	GAME 5 PRIZE
GAME 6 PRIZE	GAME 7 PRIZE	GAME 8 PRIZE	GAME 9 PRIZE	GAME 10 PRIZE

WIN UP TO \$25,000!

CHECK PRIZE

2157-V0-ID0

SCRATCHERS LAUNCHING MAY 3

Don't Forget: You Can Earn 10% Commission On New Games Activated On Launch Tuesday!

print 'n play THE MONEY

5X
10X
20X
50X

THE PRINT 'N PLAY X THE MONEY FAMILY LAUNCHES APRIL 25!

The fun and excitement of the X The Money Scratchers is coming to Print 'n Play! The Print 'n Play X The Money games offer a chance for an instant win, and the lineup is loaded with prizes and the chance to unlock a multiplier! In each of these games, players must match one of their numbers to one of the winning numbers to win a prize. This simple playstyle makes these games fun and easy to play. The Print 'n Play X The Money family consists of four games. Each offers the chance to find different multipliers and win a different top prize.

HOW TO PLAY

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win prize shown for that number. You can win multiple times on a ticket. Any multiplier applies only to the total prizes won value.

-  **The \$2 game has a top prize of \$10,000 and features multipliers up to 5X.**
-  **The \$5 game has a top prize of \$40,000 and features multipliers up to 10X.**
-  **The \$10 game has a top prize of \$100,000 and features multipliers up to 20X.**
-  **The \$20 game has a top prize of \$250,000 and features multipliers up to 50X.**

To play, players can follow the instructions printed on the front of each ticket or scan it at any Lottery retailer to determine if it is a winner.

To purchase all available price points for \$37 at a Lottery Vending Machine, players can press the All X The Money games button.

THESE TICKETS CANNOT BE CANCELED.

TOP-PRIZE ODDS

Price Point	Overall Odds (1:)	Top-Prize Odds (1:)
\$2	4.48	480,000
\$5	3.52	480,000
\$10	3.07	480,000
\$20	2.98	480,000

For more information on prizes and odds, visit valottery.com.

print 'n play





eXTRA chances | May Money

Every Tuesday in May, 25 winners each will win \$600!

DRAWING
5-3

DRAWING
5-10

DRAWING
5-17

DRAWING
5-24

DRAWING
5-31

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



The Value of Selling Virginia Lottery Games



Value of Selling Virginia Lottery Games

Lottery games can be a key driver for foot traffic in a retail location. The Lottery has a loyal player base that loves to buy additional products when they come into a store to purchase Lottery games. As a result, you can benefit from the sale of other consumer goods in your store.

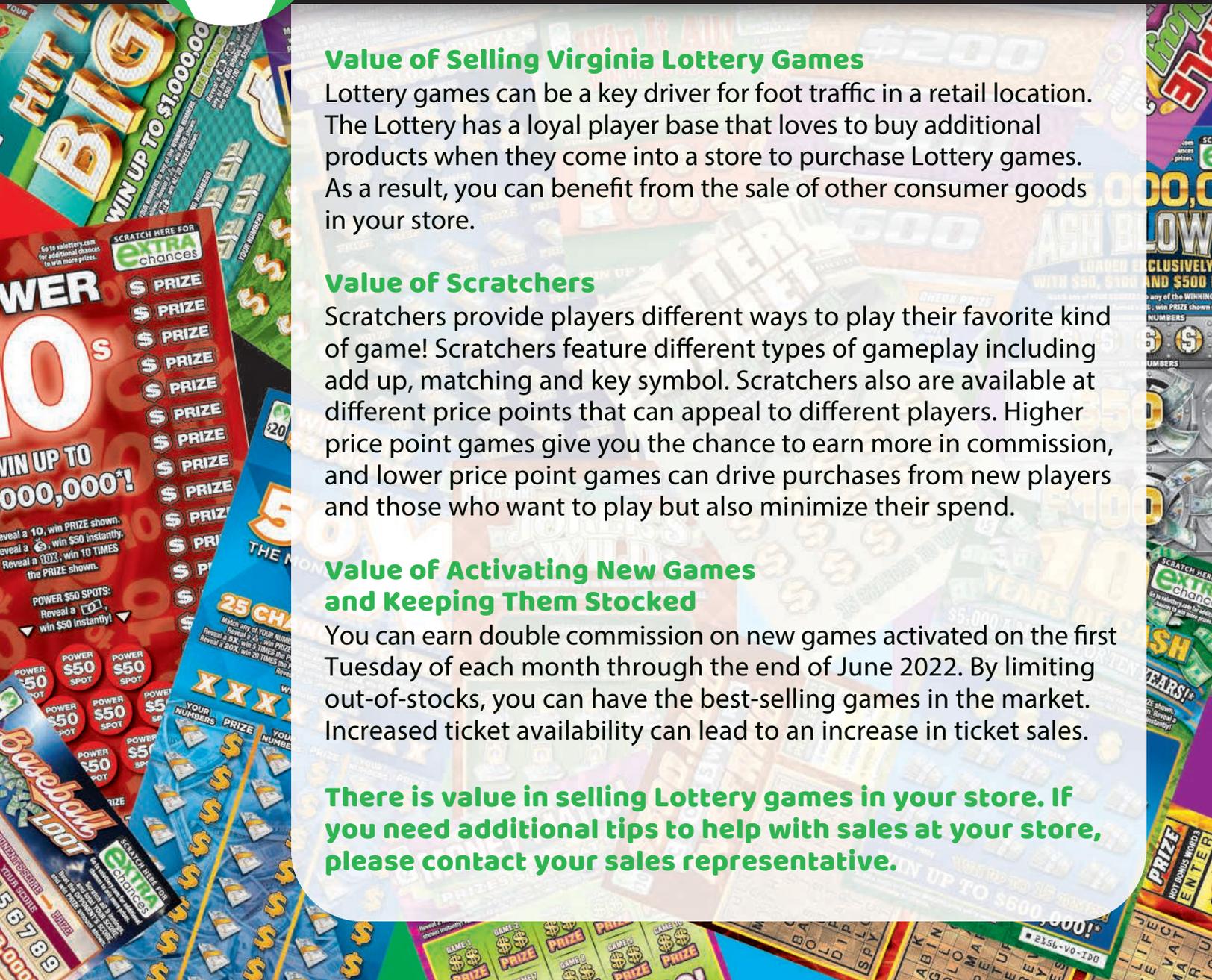
Value of Scratchers

Scratchers provide players different ways to play their favorite kind of game! Scratchers feature different types of gameplay including add up, matching and key symbol. Scratchers also are available at different price points that can appeal to different players. Higher price point games give you the chance to earn more in commission, and lower price point games can drive purchases from new players and those who want to play but also minimize their spend.

Value of Activating New Games and Keeping Them Stocked

You can earn double commission on new games activated on the first Tuesday of each month through the end of June 2022. By limiting out-of-stocks, you can have the best-selling games in the market. Increased ticket availability can lead to an increase in ticket sales.

There is value in selling Lottery games in your store. If you need additional tips to help with sales at your store, please contact your sales representative.



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 page on its website. On the page, players are encouraged to submit a story about their 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.*



X MARKS THE MONEY PROMOTION!

**STARTS ON
APRIL 26**

On April 25, the Lottery is launching a new family of Print 'n Play games called X The Money. The X the Money Scratchers have been **A HUGE HIT WITH PLAYERS**, so we decided to bring the theme to Print 'n Play too! The Print 'n Play X The Money family also features a new \$20 ticket.

On April 26, the X Marks The Money Promotion starts, and it features 105 total winners and \$102,000 in total prizes! The grand prize is \$20,000!

If a player purchases a Print 'n Play X The Money game from April 26 through the end of May 31, the player gets a trailing entry form with an entry code. The value of the entry code is equal to the price of the ticket purchased. For example, a \$10 Print 'n Play X The Money ticket will generate an entry code worth 10 entries.

There will be five drawings over the course of the promotion. For the first four drawings, the entries will be valid only for the drawing in which they are entered. For the final drawing, new entries and any entries that have not previously won in one of the first four drawings will be eligible to win.

DRAWING - 1
One \$2,000 winner;
20 \$500 winners

DRAWING - 2
One \$5,000 winner;
20 \$500 winners

DRAWING - 3
One \$10,000 winner;
20 \$500 winners

DRAWING - 4
One \$15,000 winner;
20 \$500 winners

DRAWING - 5
One \$20,000 grand-prize winner;
20 \$500 winners

Encourage players to try the Print 'n Play X The Money games, and remind them that there's another chance to win with the X Marks The Money Promotion! Visit valottery.com/xthemoney for promotion details.

** Odds of winning top prize in a Print 'n Play X The Money game: 1 in 480,000.
Odds of winning a prize in the X Marks The Money Promotion depend on the total number of entries received.*

SCRATCHERS LAUNCHING MAY 3

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

#2157
Money Match

Prizes start at \$5 in this game!
A player could win up to \$25,000!

TICKET SIZE: 4" X 4"

TOP PRIZE ODDS:
1 in 874,285.71

UPC: 617189021575

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

\$5

#2127
Double Your Money

Prizes start at \$10 in this game, and each ticket offers the chance to reveal a 2X multiplier!

TICKET SIZE: 4" X 6"

TOP PRIZE ODDS:
1 in 1,387,200

UPC: 617189021278

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

\$10

#2164
\$300,000 Crossword Inferno

This ticket is bigger to provide players three puzzles per ticket!
A player could win up to \$300,000!

TICKET SIZE: 4" X 12"

TOP PRIZE ODDS:
1 in 734,400

UPC: 617189021643

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

\$20

#2151
Supreme Riches

Each ticket has 25 chances to win plus five bonus spots. A player could win up to \$2,000,000* playing this game!

TICKET SIZE: 4" X 10"

TOP PRIZE ODDS:
1 in 1,428,000

UPC: 617189021513

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

*All \$2,000,000 prizes will be paid in annual installments for 30 years. Cash value = \$1,250,000. GLEAM™ is a trademark of IGT Global Solutions Corporation.

DOUBLE DOWN TUESDAY

May 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:

- May 3, 2022
- June 7, 2022

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.

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

SELLING LOTTERY DRIVES ADDITIONAL SALES & PROFITS TO CONVENIENCE STORES



On average,
LOTTERY PLAYERS
SPEND 65% MORE
than non-lottery
players in a C-Store.

63% of U.S.
LOTTERY
SALES
come from
C-Stores.

**AN AVERAGE
RETAILER MAKES
\$24,146
IN ANNUAL GROSS
REVENUE ON LOTTERY.**

In comparison, lighters made \$5,746,
and energy shots made \$6,692.

Lottery products
account for
**16% OF GROSS
INSIDE RETAIL
SALES.**

LOTTERY PLAYERS ARE

70% more likely to buy cigarettes
62% more likely to buy beer
57% more likely to buy candy
56% more likely to buy soda
than non-lottery players.

TOP THREE PRODUCTS SOLD IN C-STORES*

Cigarettes – \$545,447
Food Service – \$462,801
Lottery – \$423,529

**In terms of annual
gross inside sales.*

95%
of **LOTTERY**
BUYERS purchase
at least one extra
item inside the
C-Store.

89%
of the U.S.
population will
purchase a
LOTTERY TICKET
in their lifetime.

20%
of customers
enter the C-Store
after pumping
gas because
of **LOTTERY.**

Sources: MRI-Simmons,
NACS SOI, LaFleur's,
NACS Magazine