

June 2021

playbook

A Sales Guide for Virginia Lottery Retailers



SCRATCHERS LAUNCHING JUNE 1

PLACE OUT FOR SALE BY JUNE 3

eXTRA chances

Every Tuesday in June, 15 winners each will win a \$500 Apple® gift card!

DRAWING
6·1

DRAWING
6·8

DRAWING
6·15

DRAWING
6·22

DRAWING
6·29

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



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retailer reminder

NEW Pick 3 and Pick 4 Playslips

All old Pick 3 and Pick 4 playslips voided following the evening draw on May 2, 2021. The old playslips should have been replaced with the new playslips. All old playslips should have been thrown away by retailers and sales reps at the earliest opportunity.



JUNE LAUNCH

Due to the Memorial Day holiday, some retailers could receive the June new games a few days earlier than normal. Please do NOT place these tickets out for sale until June 1, 2021!



**Pick 3 and Pick 4
now feature the
FIREBALL add-on!**

SELLING TIPS

Let players know about the new FIREBALL feature and how FIREBALL wins are separate and in addition to base-game Pick 3 or Pick 4 wins.

Make sure the new playslips are available for players to use.

Direct players to our How to Play flyer or website for additional information on FIREBALL.

Odds of winning the Pick 3 top prize: 1 in 1,000.

Odds of winning the Pick 4 top prize: 1 in 10,000.

FIREBALL odds of winning vary by the unique numbers played.



Online Cash Voucher Retailer Incentive

May and June 2021

For every \$10 sold in Online Cash vouchers, a retailer will receive one entry into a monthly drawing for a chance to win a \$250 Visa® gift card.

Example: A \$100 Online Cash voucher sale is worth 10 entries into that month's drawing.

There are two (2) drawings for this incentive:

One (1) for May entries and one (1) for June entries.

Five retailers per sales rep will win each month.

- There will be 380 winning retailers each month!

Retailers will receive entries for each month in which they have corresponding Online Cash voucher sales.

Retailer Eligibility

- Retailers must be in active status at the time of each drawing.
- Retailers must accept gift cards as a payment method to participate.

The Frenzy family of games features a 2nd Chance promotion that gives players another chance to win!

In each separate weekly drawing, players will win \$600, and the number of weekly winners increases incrementally over the course of the promotion. The final drawing will take place on or about August 24.

Odds of winning in the Frenzy Family 2nd Chance promotion depend on the number of entries received. Odds of winning the top prize in each game: \$30 Frenzy: 1 in 204; \$50 Frenzy: 1 in 151.86; \$200 Frenzy: 1 in 352.51; \$600 Frenzy: 1 in 403.20.



*Powerball will
be enhanced
in August 2021!*

As we prepare for these changes, the Multi-Draw and Future Play options for Powerball will begin to decrease starting after the May 26 drawing.



RETAILER LICENSING

Starting July 1, 2021,
the annual licensing fee
will be \$70 per location.



Security Corner

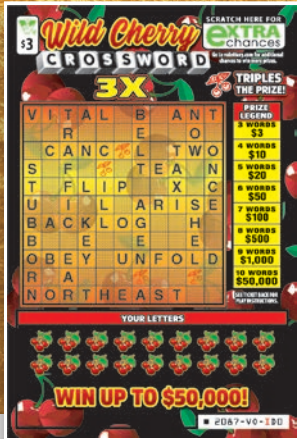
Report lost or stolen tickets to the local police AND Lottery Security at (804) 692-7220. After 5 p.m. and on weekends, contact Retailer Support at 800.654.2500.

SCRATCHERS AVAILABLE JUNE 1

PLEASE ACTIVATE AND PLACE OUT FOR SALE BY JUNE 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!



\$3

#2087 WILD CHERRY CROSSWORD 3X

KEY SELLING POINT:

This game gives players the chance to win up to \$50,000!

TOP PRIZE ODDS:

1 in 1,224,000

UPC: 617189020875

PULL GAME: _____

BIN #: _____

2nd DISPLAY: _____

VENDING: _____

NOTES: _____

\$5

#2091 MULTIPLY THE MONEY

KEY SELLING POINT:

Prizes start at \$10! This game has a new feature that offers a chance at a multiplier!

TOP PRIZE ODDS:

1 in 1,387,200

UPC: 617189020912

PULL GAME: _____

BIN #: _____

2nd DISPLAY: _____

VENDING: _____

NOTES: _____

\$10

#2096 POWER 10s

KEY SELLING POINT:

This game has a numbers theme and features 30 chances to win on each ticket. A player could win up to \$1,000,000*!

TOP PRIZE ODDS:

1 in 1,672,800

UPC: 617189020967

PULL GAME: _____

BIN #: _____

2nd DISPLAY: _____

VENDING: _____

NOTES: _____

\$20

#2097 COLOSSAL CASH

KEY SELLING POINT:

The entire game is packed with prizes between \$100 and \$500! Lots of opportunities to earn cashing bonuses!

TOP PRIZE ODDS:

1 in 1,020,000

UPC: 617189020974

PULL GAME: _____

BIN #: _____

2nd DISPLAY: _____

VENDING: _____

NOTES: _____

*These prizes will be paid in annual installments for 30 years. Cash value = \$640,205.

**Colossal Cash \$2 million prizes will be paid in annual installments for 30 years. Cash value = \$1,280,410.