

# playbook

May 2021

A Sales Guide for Virginia Lottery Retailers



**SCRATCHERS LAUNCHING MAY 4**

PLACE OUT FOR SALE BY MAY 6

**eXTRA**  
chances

# Home Décor Gift Card

Every Tuesday in May, 10 winners each will win a \$1,000 gift card that can be redeemed with several home décor retailers!



DRAWING  
**5-4**

DRAWING  
**5-11**

DRAWING  
**5-18**

DRAWING  
**5-25**

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



## NEW Pick 3 with FIREBALL and Pick 4 with FIREBALL Playslips

All current Pick 3 and Pick 4 playslips will void after the evening draw on May 2, 2021. Retailers will receive new playslips on April 23 or April 26. The old playslips will need to be replaced with the new playslips on May 3. All old playslips should be thrown away by retailers and sales reps at the earliest opportunity.



**Players can watch a FIREBALL How to Play video to get a coupon!\***

Starting May 5, players can visit the Pick 3 with FIREBALL game page and watch the How to Play video to receive a coupon for a free \$1 Easy Pick Pick 3 with FIREBALL ticket\*. The same thing can be done on the Pick 4 with FIREBALL game page to receive a coupon for a free \$1 Easy Pick Pick 4 with FIREBALL ticket\*. The player must be logged into the player's [valottery.com](http://valottery.com) account to receive the coupon. One coupon for each game per account.

\*While supplies last.

# A NEW WAY TO WIN

## PICK 3 AND PICK 4

with FIREBALL

Players can add FIREBALL to a Pick 3 or Pick 4 play for another chance to win!

### ADDING FIREBALL TO PICK 3 OR PICK 4 IS EASY!

After each day and night Pick 3 and Pick 4 drawing, the FIREBALL number will be drawn from 10 numbered balls (0-9) for each game.

Players can use the FIREBALL number to replace any of the Lottery-drawn numbers to make new combinations (create three sets of numbers for Pick 3 and four sets for Pick 4). If a player's numbers with the FIREBALL number match the winning numbers, the player wins a FIREBALL prize.

All FIREBALL wins are separate and in addition to the player's other Pick 3 or Pick 4 wins.

A player can win multiple FIREBALL prizes on the same play depending on the unique numbers selected.

Adding FIREBALL doubles the cost of the play(s).

### PICK 3 PRIZES & ODDS

with FIREBALL

PLAY TYPES	Prize Amount*	Odds 1 in:	FIREBALL Prize*	Odds 1 in:
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\*All prizes based on \$1 Play. FIREBALL odds of winning vary by the unique numbers played.

<b>EXACT:</b> Your numbers must match the winning numbers in EXACT order.	\$500	1,000	\$200	357
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**ANY:** Your numbers match the winning numbers in ANY order.

<b>3-WAY:</b> Two of the three digits are the same (ex: 112 or 303)	\$160	333.3	\$66	122
<b>6-WAY:</b> Three different digits (ex: 123 or 479)	\$80	166.7	\$34	62

**50/50:** Splits your play. Half is played on EXACT order and half on ANY order.\*\*

<b>3-WAY</b> (ex: 112)	\$330 (EXACT) \$80 (ANY)	1,000 (EXACT) 500 (ANY)	\$133 (EXACT) \$33 (ANY)	345 (EXACT) 122 (ANY)
<b>6-WAY</b> (ex: 123)	\$290 (EXACT) \$40 (ANY)	1,000 (EXACT) 200 (ANY)	\$117 (EXACT) \$17 (ANY)	333 (EXACT) 62 (ANY)

\*\*Note: Exact Order prize includes payout from Any Order prize.

**PAIRS:** Your two numbers and their positions in EXACT order to win.

<b>FRONT PAIR</b> (first 2 digits, i.e. 113)	\$50	100	\$20	36
<b>SPLIT PAIR</b> (first & last digit, i.e. 131)	\$50	100	\$20	36
<b>BACK PAIR</b> (last 2 digits, i.e. 311)	\$50	100	\$20	36

**COMBO:** Plays \$1 on all possible number combinations of the three digits played for an EXACT win. Total cost is determined by amount played and number of combinations chosen.

<b>3-WAY</b> (ex: 112)	\$500	333.3	\$200	122
<b>6-WAY</b> (ex: 123)	\$500	166.7	\$200	62

### PICK 4 PRIZES & ODDS

with FIREBALL

PLAY TYPES	Prize Amount*	Odds 1 in:	FIREBALL Prize*	Odds 1 in:
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\*All prizes based on \$1 Play. FIREBALL odds of winning vary by the unique numbers played.

<b>EXACT:</b> Your numbers must match the winning numbers in EXACT order.	\$5,000	10,000	\$1,500	2,703
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**ANY:** Your numbers match the winning numbers in ANY order.

<b>4-WAY:</b> Three of the four digits are the same (ex: 1112)	\$1,200	2,500	\$380	699
<b>6-WAY:</b> Two pairs of the same two digits (ex: 1122)	\$800	1,666.7	\$250	472
<b>12-WAY:</b> Two of the four digits are the same (ex: 1123)	\$400	833.3	\$128	240
<b>24-WAY:</b> Four unique digits (ex: 1234)	\$200	416.7	\$64	123

**50/50:** Splits your play. Half is played on EXACT order and half on ANY order.\*\*

<b>4-WAY</b> (ex: 1112)	\$3,100 (EXACT) \$600 (ANY)	10,000 (EXACT) 3,333.3 (ANY)	\$940 (EXACT) \$190 (ANY)	2,632 (EXACT) 699 (ANY)
<b>6-WAY</b> (ex: 1122)	\$2,900 (EXACT) \$400 (ANY)	10,000 (EXACT) 2,000 (ANY)	\$875 (EXACT) \$125 (ANY)	2,632 (EXACT) 472 (ANY)
<b>12-WAY</b> (ex: 1123)	\$2,700 (EXACT) \$200 (ANY)	10,000 (EXACT) 909.1 (ANY)	\$814 (EXACT) \$64 (ANY)	2,564 (EXACT) 240 (ANY)
<b>24-WAY</b> (ex: 1234)	\$2,600 (EXACT) \$100 (ANY)	10,000 (EXACT) 434.8 (ANY)	\$782 (EXACT) \$32 (ANY)	2,500 (EXACT) 123 (ANY)

\*\*Note: Exact Order prize includes payout from Any Order prize.

**COMBO:** Plays \$1 on all possible number combinations of the four digits played for an EXACT win. Total cost is based on the number you play. For example, a 24-Way costs \$24.

<b>4-WAY</b> (ex: 1112)	\$5,000	2,500	\$1,500	699
<b>6-WAY</b> (ex: 1122)	\$5,000	1,666.7	\$1,500	472
<b>12-WAY</b> (ex: 1123)	\$5,000	833.3	\$1,500	240
<b>24-WAY</b> (ex: 1234)	\$5,000	416.7	\$1,500	123



## STEPDOWN



*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.



## Security Corner

You should keep an accurate inventory of Scratchers (especially ones that have been activated) to include game, pack and ticket numbers.

# The Times

**Important Change!**

# RETAILER NEWS!

**Starting July 1, 2021, the annual licensing fee will be \$70 per location. Stay tuned for more details.**

# SCRATCHERS AVAILABLE MAY 4

PLEASE ACTIVATE AND PLACE OUT FOR SALE BY MAY 6

## 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!



**\$1**

#2110  
**\$30 FRENZY**

**\$2**

#2081  
**\$50 FRENZY**

**\$5**

#2082  
**\$200 FRENZY**

**\$10**

#2083  
**\$600 FRENZY**

Our new FRENZY games are loaded with prizes! All top prizes for these games can be paid at retail, which means the chance for more cashing bonuses for you! These games also feature a 2nd Chance promotion that gives players another chance to win!

**KEY SELLING POINT:**  
Players can win up to five times on one ticket!  
This game is loaded with \$30 prizes!

**TOP PRIZE ODDS:**  
1 in 204

**UPC:** 617189021100

PULL GAME: \_\_\_\_\_

BIN #: \_\_\_\_\_

2nd DISPLAY: \_\_\_\_\_

VENDING: \_\_\_\_\_

NOTES: \_\_\_\_\_

**KEY SELLING POINT:**  
Players can win up to 10 times on one ticket!  
This game is loaded with \$50 prizes!

**TOP PRIZE ODDS:**  
1 in 151.86

**UPC:** 617189020813

PULL GAME: \_\_\_\_\_

BIN #: \_\_\_\_\_

2nd DISPLAY: \_\_\_\_\_

VENDING: \_\_\_\_\_

NOTES: \_\_\_\_\_

**KEY SELLING POINT:**  
Players can win up to 15 times on one ticket! Matching symbols in the 5X Multiplier Frenzy spot means multiplying prizes won by five! This game is loaded with \$200 prizes!

**TOP PRIZE ODDS:**  
1 in 352.51

**UPC:** 617189020820

PULL GAME: \_\_\_\_\_

BIN #: \_\_\_\_\_

2nd DISPLAY: \_\_\_\_\_

VENDING: \_\_\_\_\_

NOTES: \_\_\_\_\_

**KEY SELLING POINT:**  
Each ticket features 20 chances to win! Matching symbols in the 10X Multiplier Frenzy spot means multiplying prizes won by 10! This game is loaded with \$600 prizes!

**TOP PRIZE ODDS:**  
1 in 403.20

**UPC:** 617189020837

PULL GAME: \_\_\_\_\_

BIN #: \_\_\_\_\_

2nd DISPLAY: \_\_\_\_\_

VENDING: \_\_\_\_\_

NOTES: \_\_\_\_\_