

January 2025

playbook

A Sales Guide for Virginia Lottery Retailers

print & play \$20

Wild Cherry

JACKPOT

CURRENT ESTIMATED WILD CHERRY JACKPOT: **\$100,000**

\$2 game pays 10% of the Jackpot = \$10,000
\$5 game pays 25% of the Jackpot = \$25,000
\$10 game pays 50% of the Jackpot = \$50,000
\$20 game pays 100% of the Jackpot = \$100,000

SPIN

1	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷
2	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷
3	7	7	7	7	7	7	7	7	7
4	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷
5	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷
6	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷
7	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷
8	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷
9	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷	🍷
10	7	7	7	7	7	7	7	7	7

virginia lottery • valottery.com • virginia lottery

Visit the Lottery app for additional Rewards program information. **PLAY SCAN CLAIM VA LOTTERY REWARDS**

MEGA STACKS

WIN UP TO **\$1,000,000**

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win PRIZE shown. Multiply any PRIZE won by the MEGAPLIER shown for that PRIZE. Reveal a **MEGA**, win PRIZE shown. Reveal a **STACK**, win all 25 PRIZES shown.

WINNING NUMBERS

YOUR NUMBERS

MEGAPLIER MEGAPLIER MEGAPLIER MEGAPLIER

MEGAPLIER MEGAPLIER MEGAPLIER MEGAPLIER

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\$100,000 Extreme Cash

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win PRIZE shown. Reveal a **CASH**, win PRIZE shown. Reveal a **STAR**, win 5 TIMES the PRIZE shown.

WINNING NUMBERS

YOUR NUMBERS

BONUS: Reveal a **STAR**, win PRIZE shown.

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2025 YEAR OF THE SNAKE

WIN UP TO **\$20,000**

Get 20 free games of Serpent Kingdom with first deposit. See back for details.

Match any of YOUR NUMBERS to either of the WINNING NUMBERS, win PRIZE shown. If you win a PRIZE, scratch the MULTIPLIER BONUS. Multiply the total PRIZE amount won by the MULTIPLIER shown.

YOUR NUMBERS

PRIZE PRIZE PRIZE PRIZE PRIZE PRIZE PRIZE PRIZE PRIZE PRIZE PRIZE PRIZE PRIZE PRIZE PRIZE PRIZE PRIZE PRIZE PRIZE PRIZE

WINNING NUMBERS

CHECK PRIZE

2323-V0-ID0

Visit the Lottery app for additional Rewards program information. **PLAY SCAN CLAIM VA LOTTERY REWARDS**

MOOLA

Reveal 3 like PRIZE amounts, win that PRIZE. Reveal 2 like PRIZE amounts and a **MOOLA**, win 2 TIMES that PRIZE.

WIN UP TO **\$500**

CHECK PRIZE

SPECIAL ONLINE OFFER See back for details. 2322-V0-ID0

NEW GAMES COMING SOON

LOTTERY REWARDS



JEWELRY-STORE GIFT CARD

The first January Rewards drawing is for a \$600 jewelry-store gift card. There will be 15 winners in the drawing, which will take place on January 21, 2025. The entry period is from December 23, 2024, through January 19, 2025. A player can redeem Rewards points to get a drawing entry or entries.



ROOM MAKEOVER

The second January Rewards drawing is for \$2,500 for a room makeover. There will be 10 winners in the drawing, which will take place on January 28, 2025. The entry period is from December 30, 2024, through January 26, 2025. A player can redeem Rewards points to get a drawing entry or entries.

Odds of winning a prize in a Rewards drawing depend on the total number of entries received.



MEGA MILLIONS RETAIL PROMOTION

If a player purchases \$6 worth of Mega Millions on a single ticket on January 31, 2025, or February 7, 2025, the player will receive a free \$2 Print 'n Play Wild Cherry Jackpot ticket. This promotion is available on all terminals. If you have any questions, contact your sales representative.

For odds, game and prize information, visit the Virginia Lottery app or valottery.com.



* What is Lottoshield®?

Lottoshield® is an automated inventory-management system that protects your profits with a simple and easy to use lottery inventory-management tool. This tool reduces wasted hours and helps you grow your business. Lottoshield® was developed by retailers for retailers!

* How can Lottoshield® help you?

LottoShield® will track and reconcile Scratchers including backstock, and that will eliminate the need for manual tracking and ensure Scratchers are managed. Retailers can scan inventory in seconds to make it easier to manage Scratchers effectively using the LottoShield® tool. In addition, retailers can reconcile their payouts and draw totals between the totals reported on their Lottery terminals and invoice records.

* Virginia Lottery and LottoShield® Partnership

The Virginia Lottery believes in the benefits of LottoShield®. The Lottery will be offering an incentive to reimburse retailers who do not currently have Lottoshield® for the first six months of their membership once they complete the FREE, three-week trial offer from Lottoshield®. That's nearly seven months FREE! On top of that, Virginia Lottery retailers also will receive a special discounted monthly or annual rate to continue their membership. Retailer reimbursement will be paid via EFT.

* How do you get started?

Visit www.lottoshield.com/sign-up and select Virginia as your state to start your free trial.

NEW SCRATCHERS LAUNCHING JANUARY 7

Activate By January 8 To Qualify For The Incentive



\$1

#2322

Moola

If a player reveals 3 like prize amounts, the player wins that prize. If a player reveals 2 like prize amounts and a Money Bag, the player wins 2 times that prize!

TICKET SIZE: 4" X 3"

TOP PRIZE ODDS:
1 in 489,600

UPC: 617189023227

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

\$2

#2323

Year of the Snake

If a player wins a prize, the player can scratch the Multiplier Bonus and then multiply the total prize amount won by the Multiplier shown!

TICKET SIZE: 4" X 5"

TOP PRIZE ODDS:
1 in 979,200

UPC: 617189023234

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

\$5

#2324

**\$100,000
Extreme Cash**

If a player reveals a Money Bag, the player wins the prize shown. If a player reveals a 5X, the player wins 5 times the prize shown!

TICKET SIZE: 4" X 6"

TOP PRIZE ODDS:
1 in 1,101,600

UPC: 617189023241

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

\$20

#2325

Mega Stacks

A player can multiply any prize won by the Megaplier shown for that prize. If a player reveals a Stack of Cash, the player wins the prize shown. If a player reveals a Safe, the player wins all 25 prizes shown!

TICKET SIZE: 4" X 10"

TOP PRIZE ODDS:
1 in 489,600

UPC: 617189023258

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

BREAK II THE BANK II

RETAILER INCENTIVE

January 2025 – June 2025

Break the Bank II is here in FY25! It's a chance to get rewarded for meeting or exceeding your Scratcher sales goal!
Earn \$250 when you hit your Scratcher sales goal plus additional commission on every dollar over your Scratcher sales goal!

**\$250 or
2.5% extra**

(whichever is greater)!

If you meet or exceed your Scratcher sales goal by up to 4.99%, earn \$250 or 2.5% additional commission on every dollar over your Scratcher sales goal! You will receive whichever amount is greater.

OR

**\$250 or
5% extra**

(whichever is greater)!

If you exceed your Scratcher sales goal by 5% or more, earn \$250 or 5% additional commission on every dollar over your Scratcher sales goal! You will receive whichever amount is greater.

THIRD PERIOD: January 1, 2025 through March 31, 2025

P3

BREAK THE BANK II
SCRATCHER SALES GOAL:

\$

ELIGIBILITY REQUIREMENTS

- Activate and put out for sale at least one pack of each new Scratcher within the first two days of launch.
- Remain in Active status throughout the incentive period.
- Maintain a combined out-of-stock and out-of-service rate of less than 4%.
- No more than one (1) NSF during the current incentive period and the previous rolling 6-month period.

RETAILER BEST PRACTICES

- Activate and put out for sale at least one pack of each new Scratcher within the first two days of launch.
- Promote suggestive selling.
- Minimize out-of-stocks.
- Cash winning tickets for prizes up to \$600.
- Ensure the best-selling games are always available.
- Display winner-awareness materials in your store.
- Accept debit.
- Maximize visibility of ticket displays, Lottery equipment and point-of-sale advertising.
- Promote the Virginia Lottery mobile app for its player and retailer benefits that include:
 - Ticket checker in the app
 - Check winning numbers
 - Create digital playslips
 - Deposit prizes up to \$5,000 into a player's online player wallet

Questions? Contact your Virginia Lottery sales representative for more information.