

December 2023

playbook

A Sales Guide for Virginia Lottery Retailers



NEW GAMES COMING SOON

eXTRA
chances

HOLIDAY MONEY

Every Tuesday from December 5, 2023, through January 2, 2024, 50 winners each will win \$500!

DRAWING
12·5

DRAWING
12·12

DRAWING
12·19

DRAWING
12·26

DRAWING
1·2·24

The Virginia Lottery will not accept mail-in entries for 2nd Chance promotions or the eXTRA Chances promotion that are received after December 31, 2023.

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



eXTRA
chances

eXTRA Chances WILL MAKE WAY FOR THE **REWARDS PROGRAM**

January 21, 2024, will be the last day for players to enter tickets into eXTRA Chances via the Lottery app or valottery.com. The deadline for mail-in entries is December 31, 2023. Any mail-in entries received after that date will not be accepted. The new Virginia Lottery Rewards Program will replace eXTRA Chances.

Many Scratchers will have the old eXTRA Chances logo on them, but they will be eligible to be entered into the rewards program.

Contact your sales representative if you have any questions.



Bonus Holiday Cash Promotion!

The Bonus Holiday Cash Promotion starts December 5! Players can enter winning or nonwinning Holiday Cash Scratchers into the promotion. The prize is \$50 worth of Lottery coupons.



The Scratchers that are eligible for entry are:

- Holiday Cash 5X (Game #2251)
- Holiday Cash 10X (Game #2252)
- Holiday Cash 20X (Game #2253)



Players can enter winning or nonwinning tickets.



The number of entries a player will receive into the promotion will be equal to two times the price point of the entered ticket.



In each of the five drawings in the promotion, 25 players each will win \$50 worth of Lottery coupons that can be redeemed at a Lottery retailer or Lottery Vending Machine.



The last drawing for the promotion will take place on January 9, 2024.



Players also can enter nonwinning Holiday Cash Scratchers into eXTRA Chances and will receive a number of entries into eXTRA Chances that is equal to two times the price point of the entered ticket if the ticket is entered through January 7, 2024.



Odds of winning a prize in the Bonus Holiday Cash Promotion depend on the total number of entries received.
Odds of winning any prize in the eXTRA Chances promotion depend on the total number of entries received.

Virginia's new year's millionaire raffle

Virginia's New Year's Millionaire Raffle tickets are on sale now. The Raffle has 625,000 total tickets available and over 1,000 total prizes! There are five \$1 million prizes, seven \$100,000 prizes and 1,000 \$500 prizes! The tickets for this game usually sell out before New Year's Eve, so remind players to get a Raffle ticket! Winners will be announced on January 1, 2024.

THE VIRGINIA LOTTERY'S
BEST ODDS TO START 2024
AS A MILLIONAIRE!



PRIZE	QUANTITY	ODDS
\$1,000,000	5	1 in 125,000
\$100,000	7	1 in 89,286
\$500	1,000	1 in 625
OVERALL ODDS	TOTAL TICKETS AVAILABLE	
1 in 618	625,000	

THE VIRGINIA LOTTERY'S FIRST REWARDS PROGRAM

We are excited to announce that the Virginia Lottery Rewards program is scheduled to launch mid-January 2024. The program is points-based and will offer points to players who purchase any retail games (Scratchers and draw or daily games) or online games. Players also will be able to earn points by engaging with the Lottery in other ways. Once players earn points, they can decide how they want to redeem their points.

This program is designed to enhance the player experience by rewarding players with more chances to dream, engage and win. The program also seeks to keep the Lottery top of mind for new and existing players.



STAY TUNED FOR MORE INFORMATION
ABOUT THE NEW PROGRAM.



Tips For Sales Success During The Holidays

- Keep Scratcher bins full throughout the day. Plan to fill them prior to peak customer-traffic periods.
- Check the terminal paper whenever you open the Lottery Vending Machine.
 - Double-face Holiday games.
- Ask players if they are interested in purchasing some of their favorite games.
- Let players know they can find detailed information about Scratchers and check to see if their ticket is a winner in the Virginia Lottery mobile app.

HOLIDAY SALES REMINDERS

- Full packs of Scratchers make for popular gifts for adults only. Work with your sales representative to effectively manage inventory.
- Inventory levels grow for December to meet customer demand.
 - Orders may seem heavier, but they are in line with your sales and expected delivery delays.
- \$1 and \$2 games are popular gifts, so you'll see the quantity of these games increase.
 - The holidays bring in a lot of visitors from out of state who might want to play Lottery games.

Contact the Retailer Support hotline at 800.654.2500 with any equipment issues.

Happy Holidays from the Virginia Lottery!



gift responsibly

Lottery games are not for minors.

This holiday season, the Virginia Lottery reminds you that Lottery tickets make great gifts... for adults only. Virginia law prohibits selling or giving tickets to anyone younger than 18.



RETAILER UPDATE

THE LOTTERY POLICY ON RECEIVING CREDIT FOR A DAMAGED SCRATCHER

In order for a retailer to receive credit for a damaged Scratcher, ALL of the following must apply:

- ✚ The ticket must be purchased from, and damaged by, a Lottery Vending Machine.
- ✚ All valid piece(s) presented must comprise more than 50% of the entire damaged ticket.
- ✚ The inventory barcode must be present.
- ✚ The damaged ticket must not have already been validated/cashed.

If the inventory barcode is not present, the ticket may be submitted by your sales representative to the local Lottery Customer Service Center for research and consideration. The CSC, together with Lottery Security, will review the ticket and determine whether or not credit will be issued ONLY if the following criteria are met.

- ✚ All valid piece(s) presented comprise more than 50% of the entire damaged ticket.
- ✚ The validation/cashing barcode on the front of the damaged ticket (beneath the latex) is present.
- ✚ The damaged ticket has not already been validated/cashed.

NEW GAMES EVERY TUESDAY.

SCRATCHERS.
PRINT 'N PLAY.
ONLINE GAMES.

*New games are launching
EVERY TUESDAY in December!*

DECEMBER 5 — New Scratchers

DECEMBER 12 — Online Game: Winter Wilds

DECEMBER 19 — Print 'n Play: Pocket Change

DECEMBER 26 — Online Game:
Abominable Adventure

If you have any questions about new games launching each Tuesday, contact your sales representative. For odds, game and prize information, visit the Virginia Lottery app or valottery.com.

SCRATCHERS LAUNCHING DECEMBER 5



\$1

#2250
2024

A player could win up to \$2,024 playing this new-year themed game!

TICKET SIZE: 4" X 3"

TOP PRIZE ODDS:
1 in 795,600

UPC: 617189022503

PULL GAME: _____

BIN #: _____

2nd DISPLAY: _____

VENDING: _____

NOTES: _____

\$1

#2251
Holiday Cash 5X

If a player matches one of the YOUR NUMBERS to the HOLIDAY NUMBER, the player wins the prize shown! If the player reveals a 5X, the player wins five times the prize shown!

TICKET SIZE: 4" X 3"

TOP PRIZE ODDS:
1 in 636,480

UPC: 617189022510

PULL GAME: _____

BIN #: _____

2nd DISPLAY: _____

VENDING: _____

NOTES: _____

\$2

#2252
Holiday Cash 10X

If a player matches one of the YOUR NUMBERS to either of the HOLIDAY NUMBERS, the player wins the prize shown! If the player reveals a 10X, the player wins 10 times the prize shown!

TICKET SIZE: 4" X 4"

TOP PRIZE ODDS:
1 in 391,680

UPC: 617189022527

PULL GAME: _____

BIN #: _____

2nd DISPLAY: _____

VENDING: _____

NOTES: _____

\$5

#2253
Holiday Cash 20X

If a player matches one of the YOUR NUMBERS to any of the HOLIDAY NUMBERS, the player wins the prize shown! If the player reveals a 20X, the player wins 20 times the prize shown!

TICKET SIZE: 4" X 6"

TOP PRIZE ODDS:
1 in 342,720

UPC: 617189022534

PULL GAME: _____

BIN #: _____

2nd DISPLAY: _____

VENDING: _____

NOTES: _____

\$10

#2254
VIP Cash

If a player reveals a VIP, the player wins all 20 prizes on the ticket! VIP Cash gives a player the chance to win up to \$500,000!

TICKET SIZE: 4" X 8"

TOP PRIZE ODDS:
1 in 612,000

UPC: 617189022541

PULL GAME: _____

BIN #: _____

2nd DISPLAY: _____

VENDING: _____

NOTES: _____



BREAK THE BANK

RETAILER INCENTIVE

December 2023

Earn additional commission on every dollar over your Scratcher sales goal!

**2.5%
EXTRA!**

If you exceed your Scratcher sales goal by up to 4.99%, earn 2.5% additional commission on every dollar over your Scratcher sales goal!

OR

**5%
EXTRA!**

If you exceed your Scratcher sales goal by 5% or more, earn 5% additional commission on every dollar over your Scratchers sales goal!

This incentive is divided into four promotional periods. Each of the four promotional periods is independent of the others. Retailers have the opportunity to earn additional commission in any, some or all of the periods!

ELIGIBILITY REQUIREMENTS

- Activate and put out for sale at least one pack of each new Scratcher within the first three days of launch.
- Remain in Active status throughout the promotional period.
- Maintain an out-of-stock rate of less than 4%.
- No more than one (1) NSF for the entire incentive period.

RETAILER BEST PRACTICES

- Activate and put out for sale at least one pack of each new Scratcher within the first three days of launch.
- Promote suggestive selling.
- 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
- Minimize out-of-stocks.
- Cash winning tickets for prizes up to \$600.
- Display winner-awareness materials in your store.
- Ensure the best-selling games are always available.
- Maximize visibility of ticket displays, Lottery equipment and point-of-sale advertising.
- Accept debit.

Retailers will be paid via EFT.

If you have any questions, contact your Virginia Lottery sales rep for more information.