

November 2023

playbook

A Sales Guide for Virginia Lottery Retailers



NEW GAMES COMING SOON



eXTRA
chances

Movie Mania

DRAWING
11-7

DRAWING
11-14

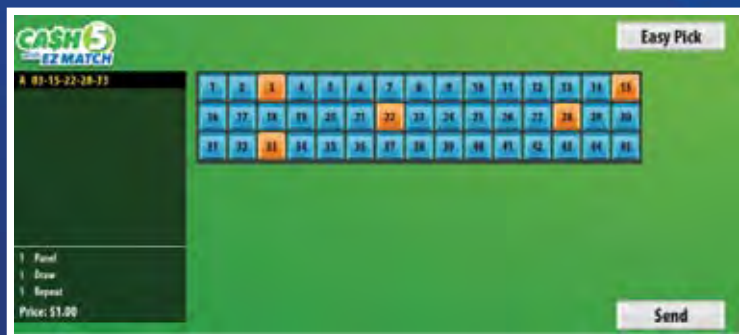
DRAWING
11-21

DRAWING
11-28

Every Tuesday in November, 30 winners each will win a \$150 Fandango® gift card.

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

CHANGES TO **CASH 5** with **EZ MATCH**



On October 16, Cash 5 with EZ Match will unveil exciting changes! Prior to October 16, Cash 5 with EZ Match is a Virginia-only jackpot game, and the jackpot starts at \$100,000 and grows until it's won. Starting on October 16, the jackpot will start at \$200,000! The available numbers to choose from when playing are changing too. Starting on October 16, players will be able to select five numbers from 1 to 45 for each play.

Retailers will receive new playslips before the changes go live. The new playslips will reflect the change in available numbers. Do not place the new playslips out for sale until the changes to Cash 5 with EZ Match go live.

Retailers will see the number of buttons increase to 45 on the Flex terminal.
If you have any questions, contact your Virginia Lottery sales representative.

Virginia's new year's millionaire raffle

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

Virginia's New Year's Millionaire Raffle returns on October 31 with the Lottery's best odds to become a millionaire! 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.

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	



NEW GAMES EVERY TUESDAY.

SCRATCHERS. PRINT 'N PLAY. ONLINE GAMES.

New games are launching **EVERY TUESDAY!** See below for all games launching in November.

NOVEMBER 7 – New Scratchers

NOVEMBER 14 – Online Game: The Lamp: Dark Arts

NOVEMBER 21 – Print 'n Play: Double Win

NOVEMBER 28 – Online Game: Scrooge

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.

Retailer Update

*The Lottery policy on
receiving credit for
damaged Scratchers*

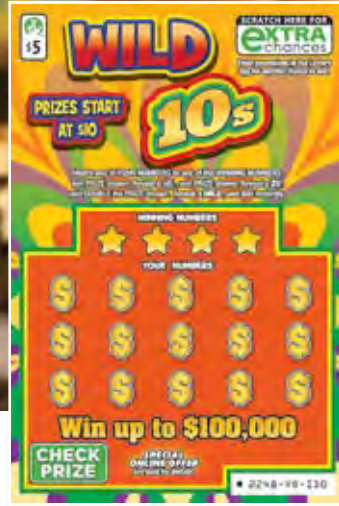
In order for a retailer to receive credit for a damaged Scratcher, ALL of the following must apply.

- 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.

SCRATCHERS LAUNCHING NOVEMBER 7



\$1

#2246

Snow Much Fun

This wonderfully wintry game gives a player the chance to win up to \$500!

TICKET SIZE: 4" X 3"

TOP PRIZE ODDS:
1 in 550,800

UPC: 617189022466

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

\$2

#2247

Winter Wonderbucks

If a player's winning match includes a red, yellow or green penguin, the prize is multiplied!

TICKET SIZE: 4" X 4"

TOP PRIZE ODDS:
1 in 734,400

UPC: 617189022473

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

\$5

#2248

Wild 10s

Prizes start at \$10 in this game! A player could win up to \$100,000!

TICKET SIZE: 4" X 6"

TOP PRIZE ODDS:
1 in 1,305,600

UPC: 617189022480

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

\$20

#2249

Virginia Millions

Each ticket gives a player the chance to unlock a multiplier! A player could win up to \$1,000,000*!

TICKET SIZE: 4" X 10"

TOP PRIZE ODDS:
1 in 612,000

UPC: 617189022497

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

*All \$1,000,000 prizes will be paid in annual installments for 30 years. Cash value = \$571,000.

BREAK THE BANK

RETAILER INCENTIVE

November 2023 – June 2024

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
- 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.

LEARNING WIZARD IS NOW LIVE!



Learning Wizard exists to ensure retailers and their employees are comfortable with Lottery equipment and Lottery products, processes and procedures. Terminal simulations and audio, video and product-knowledge resources are available, and the training can be done at the user's own pace.

Training is accessible whenever retailers need it!

EASY, 24/7 ACCESS FOR LOTTERY RETAILERS!

Here's how to log in.

1. Visit <https://learningwizard.lotteryservices.net/vas>.
2. Enter your Lottery Retailer Number in the Username box.
3. Enter Password: WelcomeToLW.
4. Click Log in.

Retailers also can access Learning Wizard in the Lottery Services Portal.

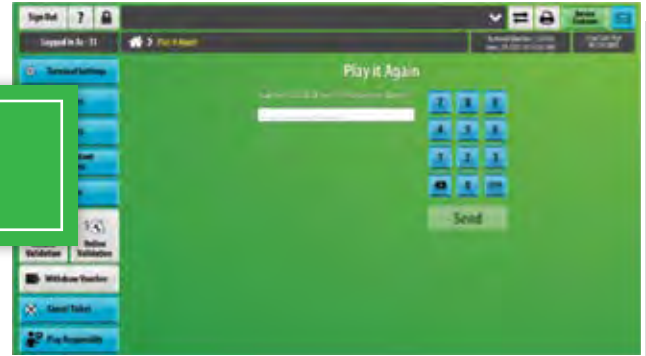
1. Visit <https://retailer.valottery.com/RetailerWizard/#/home>.
2. Enter your Lottery Services Portal credentials.
3. Select Training on the home screen.

PLAY IT AGAIN FEATURE COMING TO LOTTERY TERMINALS

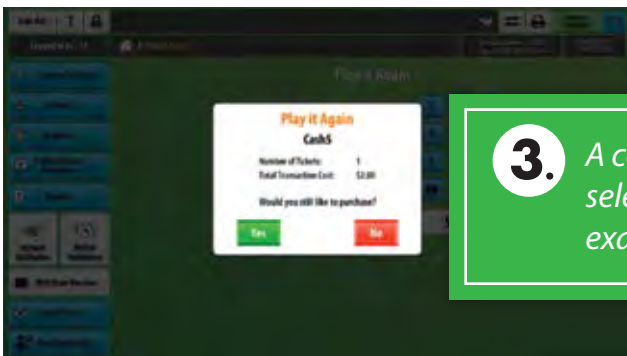
Beginning October 16, players will be able to have a Pick 3 with FIREBALL, Pick 4 with FIREBALL, Pick 5 with FIREBALL or Cash 5 with EZ Match ticket scanned to play the same numbers again!



1. When a player wants to play the same numbers from an eligible ticket again, the retailer can press the Play It Again button.

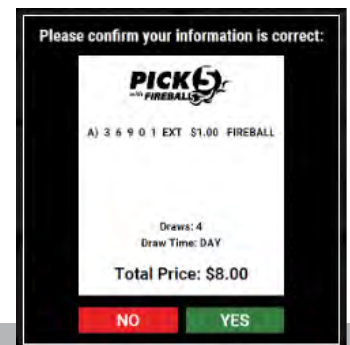
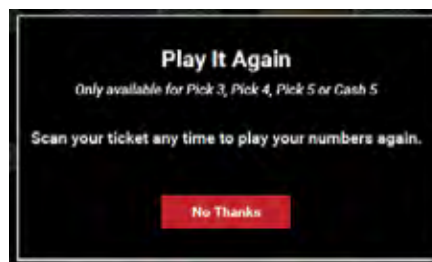


2. The retailer can then scan the ticket or manually enter the barcode numbers.



3. A confirmation screen will appear. The retailer then will select Yes. A new ticket with the same numbers for the exact play as the original ticket will be generated.

The Play It Again button also will be added to all Lottery Vending Machines.



Facts about the Play It Again feature.

- It is only available for Pick 3 with FIREBALL, Pick 4 with FIREBALL, Pick 5 with FIREBALL and Cash 5 with EZ Match.
- The option to play it again and generate a new ticket is available on eligible tickets regardless of whether or not the ticket has an add-on feature. For example, the player does not need to purchase FIREBALL or EZ Match to use the Play It Again feature.
- The new Play It Again ticket will be for the game's next draw unless a specific draw time is selected on the original ticket.
- Tickets 30 days or older are not eligible for the Play It Again feature.

If you have any questions, contact your Virginia Lottery sales representative.