

NEW GAMES EVERY TUESDAY.

SCRATCHERS.
PRINT 'N PLAY.
ONLINE GAMES.

New games are launching EVERY TUESDAY in April!

APRIL 2
New Scratchers

APRIL 9
Online Game:
100X The Money

APRIL 16
Print 'n Play:
Word Search

APRIL 23
Online Game:
Jackpot Eruption

APRIL 30
Online Game:
Miner Jack's Combo Caverns

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

VIRGINIA LOTTERY SELLING TIPS



- The sooner tickets are available in your store, the better chance you have of attracting players. Frequent players search for new games on launch day.
- Reduce out-of-stocks in your location. Maximizing ticket availability could lead to an increase in sales at your store.
- Paying out prizes of up to \$600 could influence players to return to your store. Make sure you're paying out prizes and redeeming withdrawal vouchers.
- Tell your players about the Virginia Lottery mobile app. They can get game information and check to see if their tickets are winners at any time. The information in and functions of the app could help reduce the line in your store location.

April 2024

playbook

A Sales Guide for Virginia Lottery Retailers



NEW GAMES COMING SOON

LEARNING WIZARD



The Virginia Lottery has created a convenient online training portal to ensure that you will be comfortable with your equipment and knowledge of Lottery products, processes and procedures. You and your staff will be able to access the training at any time! Simply log in to Learning Wizard at:



<https://learningwizard.lotteryservices.net/vas>

The terminal simulations and product information will give you a comprehensive training experience delivered at your own pace.

EASY, 24/7 ACCESS FOR LOTTERY RETAILERS!

To access via a PC or mobile device, just log in to Learning Wizard, and follow the instructions to take the courses!

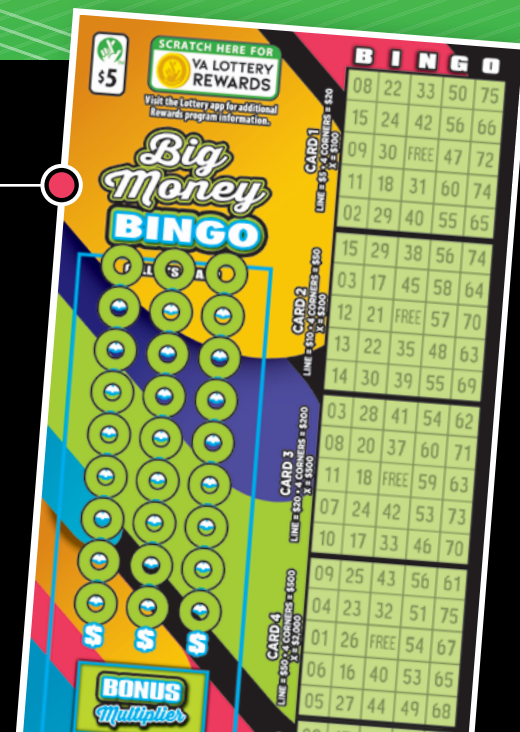
- Enter your Lottery Retailer Number in the Username box
- Enter Password: WelcomeToLW
- Click Login

GAME SPOTLIGHT

ON APRIL 2, THE \$5 BIG MONEY BINGO SCRATCHER LAUNCHES!

This Scratcher has a top prize of \$100,000 and is physically a bigger ticket than other \$5 Scratchers. It is bingo-themed and gives a player the chance to unlock a multiplier!

Odds of winning top prize in Big Money Bingo: 1 in 816,000.



VIRGINIA LOTTERY
SERVICES PORTAL

The Virginia Lottery Services Portal is available for retailers. Retailers must sign up to access it. This portal provides detailed information that allows retailers to keep track of their sales, earnings and inventory.



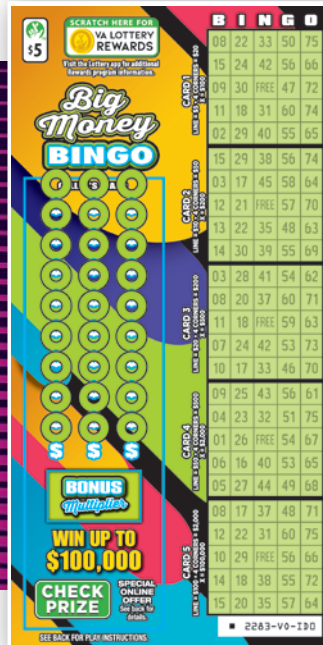
BENEFITS OF THE VIRGINIA LOTTERY SERVICES PORTAL

- Access to your sales, earnings, big winners and prizes paid out at any time on your smartphone, laptop or tablet.
- Know exactly how much money is due on the next sweep (EFT amount).
- Get real-time alerts on your phone and dashboard about situations occurring in your store that may be costing you sales.
 - Easily spread the good news about high jackpot amounts and any winners at your location.
- Manage your inventory by searching packs and the status of packs with the inventory-management widget.
 - Access daily and weekly reports showing sales, packs activated and packs returned.

The Virginia Lottery Services Portal is the perfect tool for retailers to use to manage their inventory of Lottery games.

If you're interested in signing up for the Virginia Lottery Services Portal, contact your sales representative.

NEW SCRATCHERS LAUNCHING APRIL 2



\$1

#2270

Thunder Struck

If a player reveals a Lightning Bolt, the player wins the prize shown! If a player reveals a 3X, the player wins three times the prize shown!

TICKET SIZE: 4" X 3"

TOP PRIZE ODDS:
1 in 1,060,800

UPC: 617189022701

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

\$2

#2271

Loaded with \$100s

If a player reveals a Win \$100 Starburst, the player wins \$100 instantly!

TICKET SIZE: 4" X 4"

TOP PRIZE ODDS:
1 in 330.81

UPC: 617189022718

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

\$5

#2283

Big Money Bingo

This bingo-themed Scratcher gives a player the chance to win up to \$100,000!

TICKET SIZE: 4" X 8"

TOP PRIZE ODDS:
1 in 816,000

UPC: 617189022831

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

\$10

#2274

Magnificent 7s

If a player reveals a 7, the player wins \$500 instantly. This game give a player the chance to win up to \$500,000!

TICKET SIZE: 4" X 8"

TOP PRIZE ODDS:
1 in 612,000

UPC: 617189022749

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

BREAK THE BANK

RETAILER INCENTIVE

April 2024 – June 2024

Now earn \$250 when you hit your Scratcher sales goal plus 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 Scratcher sales goal!

The fourth quarter of FY24 is the final promotional period in which this incentive is available.

ELIGIBILITY REQUIREMENTS

- Activate and put out for sale at least one pack of each new Scratcher within the first three days of launch.
- Maintain an out-of-stock rate of less than 4%.
- Remain in Active status throughout the promotional period.
- 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.
- Minimize out-of-stocks.
- Ensure the best-selling games are always available.
- Accept debit.
- Promote suggestive selling.
- Cash winning tickets for prizes up to \$600.
- Display winner-awareness materials in your store.
- 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

Retailers will be paid via EFT.

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