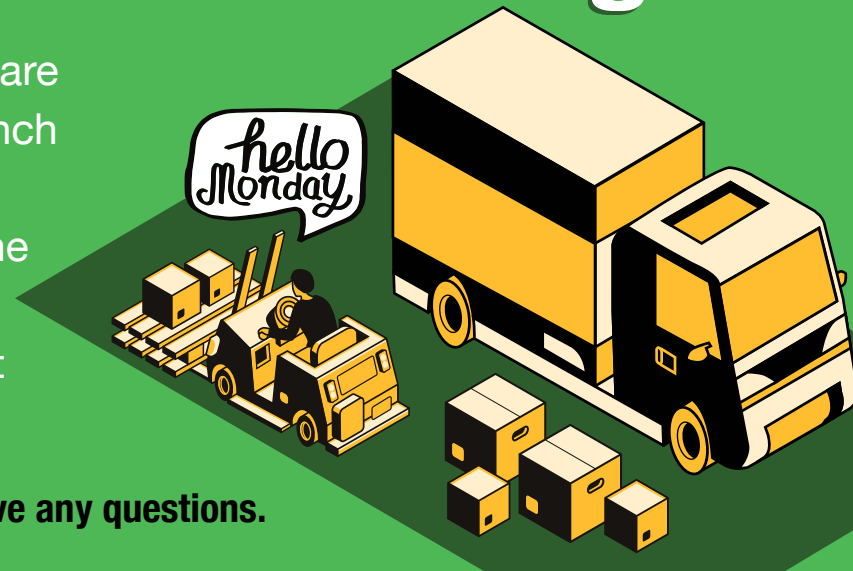


Monday deliveries have begun!

As a reminder, new Scratchers now are delivered on the Monday before launch day. Retailers will be responsible for confirming the new Scratchers on the Monday before launch day and then activating and putting them out for sale on Tuesday (launch day).



Contact your sales representative if you have any questions.

NEW GAMES EVERY TUESDAY.

SCRATCHERS. PRINT 'N PLAY. ONLINE GAMES.

AUGUST 2024 LAUNCH SCHEDULE

AUGUST 6 – New Scratchers

AUGUST 13 – Online Game: Marvelous Money: Paradise Payout

AUGUST 20 – Print 'n Play: Full of \$250s

AUGUST 27 – Online Game: Million Dollar Countdown

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.

August 2024

playbook

A Sales Guide for Virginia Lottery Retailers



NEW GAMES COMING SOON

VIRGINIA LOTTERY REWARDS

Virginia Lottery Rewards is live! Players can earn points for any product purchased at retail or online, and the points are redeemable for free play (at retail or online) or for drawing entries. Here's how the program works.



HOW CAN PLAYERS EARN POINTS?

- Purchase any Virginia Lottery game.
- Register for a Virginia Lottery account.
- Opt-in for promotional emails.
- Download the Virginia Lottery mobile app.
- Make a first-time deposit.
- Celebrate a milestone such as a player's birthday or anniversary of joining Virginia Lottery Rewards.

WHAT ARE THE RULES FOR POINTS?

- The maximum number of points a player can earn each month is 10,000.
- The maximum number of points a player can redeem for free play (retail and/or online) each month is 5,000.
- There is no limit on the number of points that can be redeemed for drawing entries.
- The maximum number of retail tickets that can be redeemed for points in a day is 50.

HOW CAN PLAYERS REDEEM POINTS?

Players can redeem points for free play at retail or online and/or for drawing entries.

- Retail = 250 points for a \$1 Lottery Vending Machine credit.
- Online = 250 points for a \$1 online credit.
- Drawing entries = 20 points per entry. Players can enter as many times/as many drawings as they want if they have enough points for the desired number of entries.

HOW DO RETAILERS USE THE COUPONS PRESENTED BY PLAYERS?

- When a player redeems points for free games at retail, a coupon is generated online for the player to present at retail. This coupon can be displayed on the player's phone, or the player can print the coupon. The coupon will print the ticket the player was awarded. For example, once the retailer scans the coupon pictured on the right, a free Pick 5 with FIREBALL ticket will print.



REMINDER: RETAILERS CAN SCAN COUPONS ON THE FLEX TERMINAL BY DOING THE FOLLOWING:

1. First, select the Online/Instant Functions button located on the left side of the terminal screen.
2. Then, select the Coupons button.
3. Scan the barcode or manually enter the 13-digit code.
4. Select Send.
5. The ticket will print.

Players also could have coupons that are redeemable only at the Lottery Vending Machine. To the right is an example of a coupon redeemable only at the Lottery Vending Machine.



If you have any questions, contact your sales representative.



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.

FIRST PERIOD: July 1, 2024, through September 30, 2024

P1 BREAK THE BANK 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.
- 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.

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

NEW SCRATCHERS LAUNCHING AUGUST 6



\$1

**#2289
Lucky
Roll**

If any one roll adds up to 11, the player wins double the prize shown for that roll!

TICKET SIZE: 4" X 3"

**TOP PRIZE ODDS:
1 in 510,000**

UPC: 617189022893

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

\$2

**#2290
Pirate's
Treasure**

If a player reveals an Anchor, the player wins double the prize shown!

TICKET SIZE: 4" X 4"

**TOP PRIZE ODDS:
1 in 979,200**

UPC: 617189022909

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

\$5

**#2272
Virginia Lottery
Green**

If a player reveals a 10X, the player wins 10 times the prize shown!

TICKET SIZE: 4" X 6"

**TOP PRIZE ODDS:
1 in 1,305,600**

UPC: 617189022725

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

\$10

**#2291
Bags of
Cash**

If a player wins a prize, the prize could be multiplied by the row's multiplier!

TICKET SIZE: 4" X 8"

**TOP PRIZE ODDS:
1 in 612,000**

UPC: 617189022916

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

January

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

FULL PACKS CAN BE SOLD ALL YEAR!

You don't have to wait for the holiday season to sell full packs of Scratchers.

July

S	M	T	W	T	F	S
	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Full packs of Scratchers are available for player purchase all year! When selling a full pack or packs, the retailer must ensure the player has the funds to make the purchase. It is important for retailers to activate the full pack before selling it. Failure to activate a full pack before the sale violates the retailer's contract with the Lottery. Check out the reference chart below to make sure you charge the correct price for a full-pack purchase.

- Some players like the opportunity to purchase full packs because some feel as though their odds of winning might be greater with a full pack than from purchasing a variety of tickets.
 - Some players might like to use full packs as gift options year-round. Remember: Lottery tickets cannot be given as gifts to minors.
- Players are not able to purchase full packs from the Lottery Vending Machine or from retailers that sell through vending only, so retailers that sell full packs at their location could increase the likelihood that a player will return to the location for future full-pack purchases.
- Selling full packs in addition to your routine sales could increase the likelihood of you selling a winning ticket that generates a selling bonus.
- Full-pack sales help you move toward your Statewide Incentive Goal; if you meet that goal, you'll get rewarded via more commission and/or incentive money.
 - Increased sales could translate to increased cashing commission.

Reference Chart for Player Full-Pack Pricing

SINGLE TICKET PRICE	PLAYER FULL-PACK PRICE	FULL-PACK TICKET QUANTITY	RETAILER FULL-PACK COMMISSION
\$50	\$1,000	20	\$50
\$30	\$600	20	\$30
\$20	\$400	20	\$20
\$10	\$400	40	\$20
\$5	\$200	40	\$10
\$3	\$300	100	\$15
\$2	\$200	100	\$10
\$1	\$200	200	\$10

If you have additional questions, contact your sales representative.

February

S	M	T
	5	6
12	13	14
19	20	21
26	27	28

March

S	M	T
5	6	7
12	13	14
19	20	21
26	27	28

April

S	M	T
26	27	28
2	3	4
9	10	11
16	17	18
23	24	25
30	1	2

May

S	M	T	W	T	F	S
29	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

June

S	M	T	W	T	F	S
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

August

T	F	S
3	4	5
10	11	12
17	18	19
24	25	26
31	1	2

September

T	F	S
1	2	3
7	8	9
14	15	16
21	22	23
28	29	30

October

T	F	S
12	13	14
19	20	21
26	27	28
29	30	31

November

S	M	T	W	T	F	S
	5	6	7	8	9	10
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

December

S	M	T	W	T	F	S
27	28	29	30	1	2	3
4	5	6	7	8	9	10
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						