

Tips For Sales Success During The Holidays

- Keep Scratcher bins full throughout the day and maximize sales by filling bins prior to peak customer traffic periods.
- Check the terminal paper whenever you open the Lottery Vending Machine.
- Double-face Holiday Scratchers.
- Let players know they can find detailed information about Scratchers and check to see if their ticket is a winner in the Virginia Lottery app.

HOLIDAY SALES REMINDERS

- Full packs of Scratchers make for popular gifts for adults only.
- 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 like to play Lottery games.

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

Happy Holidays from the Virginia Lottery!

GAME SPOTLIGHT Print 'n Play Wild Sapphire Bingo

On December 17, 2024, Wild Sapphire Bingo, a new Print 'n Play game, launches! This is the Lottery's first \$30 Print 'n Play game, and the game gives a player the chance to win up to \$350,000. Each ticket has six bingo cards plus the chance to unlock a multiplier!

A new grouper button will be available on the Flex terminal and all Lottery Vending Machines to purchase a group of the Print 'n Play Bingo games. The total cost is \$71!

Overall odds of winning a prize in Wild Sapphire Bingo: 1 in 2.88. Odds of winning top prize in Wild Sapphire Bingo: 1 in 160,000.



NEW GAMES EVERY TUESDAY.

SCRATCHERS.
PRINT 'N PLAY.
ONLINE GAMES.

DECEMBER 2024 LAUNCH SCHEDULE

- DECEMBER 3 – New Scratchers | Print 'n Play: X The Money Holiday
- DECEMBER 10 – Online Game: Frosty Fair Fortunes
- DECEMBER 17 – Print 'n Play: Wild Sapphire Bingo
- DECEMBER 24 – Online Game: Castle of Crystals
- DECEMBER 31 – Online Game: Knight's Bounty

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.

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 the selling or giving of any Lottery ticket to anyone under the age of 18.



gift responsibly

December 2024

playbook

A Sales Guide for Virginia Lottery Retailers



NEW GAMES COMING SOON

BREAK THE BANK II

RETAILER INCENTIVE

December 2024 – 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.

SECOND PERIOD: October 1, 2024 through December 31, 2024

P2

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.
- 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.
- 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.

FIVE \$1 MILLION WINNERS TO START 2025

Virginia's new year's millionaire raffle

VIRGINIA'S NEW YEAR'S MILLIONAIRE RAFFLE IS HERE!

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, 2025!

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	TICKETS AVAILABLE	
1 in 618	625,000	

CASH POP PERK

Players who purchase a \$5 CASH POP ticket for a Coffee Break drawing within this time frame - November 18, 2024, through December 1, 2024- will receive a free Mega Millions Easy Pick ticket! The \$5 CASH POP Coffee Break ticket can be purchased at a Lottery Vending Machine or the counter at a Lottery retailer.

If you have any additional questions about this promotion, ask your sales representative.

FOR ODDS, GAME AND PRIZE INFORMATION, VISIT THE VIRGINIA LOTTERY APP OR VALOTTERY.COM.

Holiday Rewards Punch Card Promotion

From December 3 through December 31, players can enter the Holiday Rewards Punch Card Promotion for a chance to win \$5,000! The drawing will take place on January 7, 2025. There will be 10 winners in the drawing, and each winner will win \$5,000.

Here's how the promotion works.

A player must opt in to the Holiday Rewards Punch Card Promotion while logged in to the player's Virginia Lottery account.

After opting in, the player will see a digital punch card in the player's account.

To complete each punch card, a player must purchase two qualifying Scratchers at retail and play one qualifying online game. After purchasing the Scratchers, the player must scan the Scratchers into the player's Virginia Lottery account (before claiming any prize won on the Scratchers) for the Scratchers to be counted in the Holiday Rewards Punch Card Promotion. When a player plays an eligible online game, the play will be recorded automatically on the relevant punch card. After the first punch card is complete, a new punch card will unlock. There are five punch cards total. See below for the entry breakdown of each punch card.

- **First Punch Card** – COMPLETE ALL PUNCHES TO GET ONE ENTRY INTO THE DRAWING
- **Second Punch Card** – COMPLETE ALL PUNCHES TO GET TWO ENTRIES INTO THE DRAWING
- **Third Punch Card** – COMPLETE ALL PUNCHES TO GET THREE ENTRIES INTO THE DRAWING
- **Fourth Punch Card** – COMPLETE ALL PUNCHES TO GET FOUR ENTRIES INTO THE DRAWING
- **Fifth Punch Card** – COMPLETE ALL PUNCHES TO GET FIVE ENTRIES INTO THE DRAWING

Eligible Scratchers:

- 2025
- Merry Money 10X
- Merry Money 20X
- Merry Money 50X
- Money Multiplier

Eligible Online Games*:

- Scrooge
- Merry Money Mania
- Winter Wilds
- Frosty Fair Fortunes

*All price points of each game qualify as an eligible game. Odds of winning a prize in this promotion's drawing depend on the total number of entries received. Players cannot redeem Rewards points to get an entry/entries into this promotion's drawing. A player who participates in the Holiday Rewards Punch Card Promotion can receive Rewards points for purchased games if the player's monthly earned points limit has not been reached.

LOTTERY REWARDS



\$500 AMAZON® GIFT CARD

The first December Rewards drawing is for a \$500 Amazon® gift card. There will be 50 winners in the drawing, which will take place on December 24, 2024. The entry period is from November 18, 2024, through December 22, 2024. A player can redeem Rewards points to get a drawing entry or entries.



\$1,000

The second December Rewards drawing is for \$1,000. There will be 50 winners in the drawing, which will take place on December 31, 2024. The entry period is November 25, 2024, through December 29, 2024. 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.

NEW SCRATCHERS LAUNCHING DECEMBER 3

ACTIVATE BY DECEMBER 4 TO BE ELIGIBLE FOR THE INCENTIVE



\$1

#2311
2025

If a player matches any of the Your Numbers to the Winning Number, the player wins the prize shown. If a player reveals a Star, the player wins double the prize shown.

TICKET SIZE: 4" X 3"

TOP PRIZE ODDS:
1 in 887,400

UPC: 617189023111

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

\$1

#2312
Merry Money 10X

If a player reveals a Christmas Tree, the player wins the prize shown. If a player reveals a 10X, the player wins 10 times the prize shown.

TICKET SIZE: 4" X 3"

TOP PRIZE ODDS:
1 in 685,440

UPC: 617189023128

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

\$2

#2313
Merry Money 20X

If a player reveals a 20X, the player wins 20 times the prize shown. If a player reveals a Gingerbread Man, the player wins all 10 prizes shown.

TICKET SIZE: 4" X 4"

TOP PRIZE ODDS:
1 in 734,400

UPC: 617189023135

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

\$5

#2314
Merry Money 50X

If a player reveals a 50X, the player wins 50 times the prize shown. If a player reveals a Gingerbread Man, the player wins win all 15 prizes shown.

TICKET SIZE: 4" X 6"

TOP PRIZE ODDS:
1 in 367,200

UPC: 617189023142

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

\$10

#2315
Money Multiplier

A player can scratch the Multiplier Spot to reveal the ticket's Multiplier: 1X, 2X, 5X or 10X. If a player wins on the player's ticket, any prizes won can be multiplied by the ticket's Multiplier!

TICKET SIZE: 4" X 8"

TOP PRIZE ODDS:
1 in 775,200

UPC: 617189023159

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

FULL PACKS MAKE THE BEST GIFTS FOR THE HOLIDAYS!

Scratchers make great gifts for adults!

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 (or sold) 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.