

NEW GAMES EVERY  
**TUESDAY.**

SCRATCHERS.  
PRINT 'N PLAY.  
ONLINE GAMES.

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

**FEBRUARY 6** – New Scratchers

**FEBRUARY 13** – Online Game: Drop It!

**FEBRUARY 20** – Print 'n Play: Tic Tac Cash

**FEBRUARY 27** – Online Game: Banker's Bonus

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.



February 2024

# playbook

A Sales Guide for Virginia Lottery Retailers

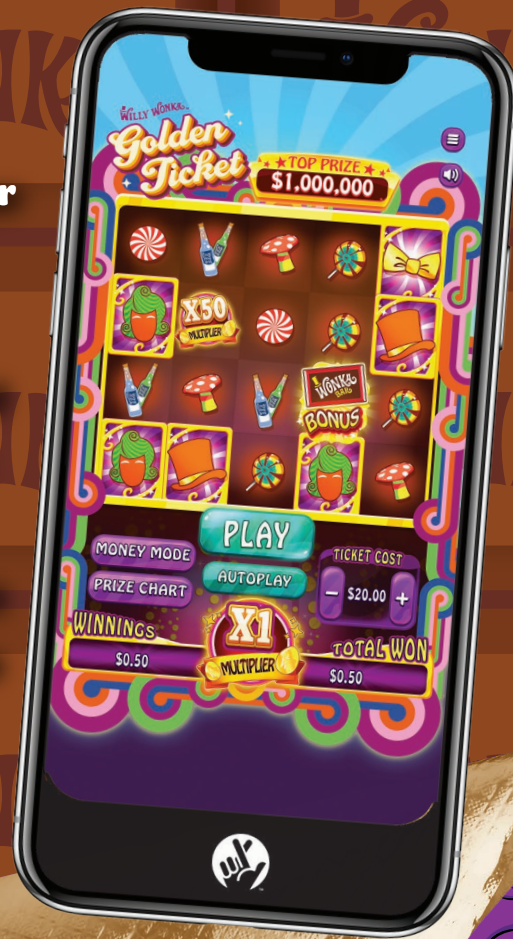


NEW GAMES COMING SOON

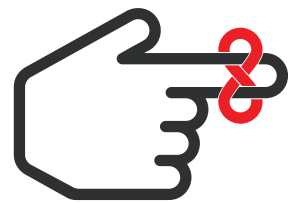


## GAME SPOTLIGHT

On February 6, the new **WILLY WONKA GOLDEN TICKET™** Scratcher and **WILLY WONKA GOLDEN TICKET™** online game launch! When purchasing the Scratcher, the player will see a special online offer on the back of the ticket that gives the player the chance to get 10 free games of the online game with a deposit at [valottery.com](http://valottery.com) or in the Lottery app! In the online game, a player can purchase a play at any price point and could win up to \$1,000,000!



For odds, game and prize information, visit the Virginia Lottery app or [valottery.com](http://valottery.com).  
WILLY WONKA & THE CHOCOLATE FACTORY and all related characters and elements © & ™ Warner Bros. Entertainment Inc.



## retailer reminder

The Virginia Lottery offers retailer training on all Lottery protocols and terminals, and the training can be done at any Customer Service Center in Virginia. If you or an employee is interested in retailer training, talk to your sales representative.

In addition to retailer training, the Virginia Lottery also offers Learning Wizard. Learning Wizard is a virtual engagement site that allows users to learn about Virginia Lottery protocols and terminals. This resource is helpful for a retailer's new and current employees. To access Learning Wizard, visit [valottery.com/aboutus/retailer](http://valottery.com/aboutus/retailer), and select Learning Wizard. A retailer can log in with the retailer's Retailer Number.

If you have any questions, contact your sales representative.

# VIRGINIA LOTTERY REWARDS

Virginia Lottery Rewards is launching in February! 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. See below for how the program works.

## HOW CAN PLAYERS EARN POINTS?

- Purchase any Virginia Lottery games
- 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 POINT VALUES?

- Any retail game: Players will earn 5 points for every \$1 spent.
- Any online draw game: Players will earn 5 points for every \$1 spent.
- Any online instant game: Players will earn 1 point for every \$1 spent.
- Account Registration: 100 points (all currently registered players who accept the new Terms & Conditions will receive these initial points).
- Opt-in for promotional emails: 40 points.
- Download the Lottery app: 75 points.
- First-time deposit: 60 points.
- Birthday: 20 points

## 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 on free play (retail and/or online) is 5,000.
- There is no limit on the number of points that can be used for drawing entries.

## 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 would like based on point balance.

## HOW DOES THIS BENEFIT RETAILERS?

- Players can buy their favorite games and earn points at retail, which could drive players to purchase more tickets at retail.
- More players might consider downloading the Virginia Lottery mobile app, which helps them locate retailers close to them and check their tickets to see if they've won. Having the app makes retailer locations easier to find and could limit retailer lines that could arise from players wanting to check their tickets.
- More program-related promotions that could increase retail foot traffic.

For more information about Virginia Lottery Rewards, contact your sales representative.



# NEW SCRATCHERS LAUNCHING FEBRUARY 6



**\$1**

## #2260 Loads of Luck

This new \$1 Scratcher gives a player the chance to win up to \$3,000!

**TICKET SIZE:** 4" X 3"

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

**UPC:** 617189022602

PULL GAME: \_\_\_\_\_  
BIN #: \_\_\_\_\_  
2nd DISPLAY: \_\_\_\_\_  
VENDING: \_\_\_\_\_  
NOTES: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**\$2**

## #2261 Triple Dynamite 7s

If a player reveals a 777, the player wins TRIPLE the PRIZE shown. If a player reveals a Dynamite, the player wins all 10 PRIZES shown!

**TICKET SIZE:** 4" X 4"

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

**UPC:** 617189022619

PULL GAME: \_\_\_\_\_  
BIN #: \_\_\_\_\_  
2nd DISPLAY: \_\_\_\_\_  
VENDING: \_\_\_\_\_  
NOTES: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**\$5**

## #2262 WILLY WONKA GOLDEN TICKET™

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

**TICKET SIZE:** 4" X 6"

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

**UPC:** 617189022626

PULL GAME: \_\_\_\_\_  
BIN #: \_\_\_\_\_  
2nd DISPLAY: \_\_\_\_\_  
VENDING: \_\_\_\_\_  
NOTES: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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**\$10**

## #2263 \$500 Cash in Hand

If a player reveals a Moneybag, the player wins \$500 instantly! This Scratcher has over 5,000 prizes of \$500 in the entire game!

**TICKET SIZE:** 4" X 8"

**TOP PRIZE ODDS:**  
1 in 476.26

**UPC:** 617189022633

PULL GAME: \_\_\_\_\_  
BIN #: \_\_\_\_\_  
2nd DISPLAY: \_\_\_\_\_  
VENDING: \_\_\_\_\_  
NOTES: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



# BREAK THE BANK

## RETAILER INCENTIVE

**February 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!

**This incentive is available for the last two quarters of the year.  
Each promotional period is independent of the other.**

### 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.