

NEW GAMES EVERY
TUESDAY.

SCRATCHERS.
PRINT 'N PLAY.
ONLINE GAMES.

New games are launching
EVERY TUESDAY in January!

JANUARY 2 – New Scratchers

JANUARY 2 – Online Game: Palace of Dragons

JANUARY 9 – Online Game: Grand Roaring Riches

JANUARY 16 – Print 'n Play: Bingo Multiplier

JANUARY 23 – Online Game: Gemboree

JANUARY 30 – Online Game: \$100K New Year Raffle

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.

TIPS FOR SALES SUCCESS DURING THE HOLIDAYS

- Keep Scratcher bins full throughout the day. Plan to fill them prior to peak customer-traffic periods.
- Check the terminal paper whenever you open the Lottery Vending Machine.
- Double-face Holiday games.
- Ask players if they are interested in purchasing some of their favorite games.
- Let players know they can find detailed information about Scratchers and check to see if their ticket is a winner in the Virginia Lottery mobile app.

HOLIDAY SALES REMINDERS

- Full packs of Scratchers make for popular gifts for adults only. Work with your sales representative to effectively manage inventory.
- 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 might want to play Lottery games.

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

HAPPY HOLIDAYS FROM THE VIRGINIA LOTTERY!

January 2024

playbook

A Sales Guide for Virginia Lottery Retailers



NEW GAMES COMING SOON!



eXTRA Chances WILL MAKE WAY FOR THE REWARDS PROGRAM

January 21, 2024, will be the last day for players to enter tickets into eXTRA Chances via the Lottery app or valottery.com. The deadline for mail-in entries is December 31, 2023. Any mail-in entries received after that date will not be accepted. The new Virginia Lottery Rewards Program will replace eXTRA Chances.

Many Scratchers will have the old eXTRA Chances logo on them, but they will be eligible to be entered into the rewards program.

Contact your sales representative if you have any questions.

eXTRA chances



Every Tuesday from
January 9 through January 23,
10 winners each will win a
\$1,000 electronics-store gift card.

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

DRAWING
1/9

DRAWING
1/16

DRAWING
1/23

RETAILERS CAN INCREASE THEIR SALES AND COMMISSION WITH JACKPOT-GAME MULTIPLIERS!

When a player adds Megaplier to a Mega Millions play, the player has the chance to multiply a nonjackpot prize! The multiplier depends on the Megaplier number that is drawn. Megaplier can be added to any Mega Millions ticket for an extra \$1 per play.



When a player adds Power Play® to a Powerball play, the player has the chance to multiply a nonjackpot prize! The multiplier depends on the Power Play® number that is drawn. Power Play® can be added to any Powerball ticket for an extra \$1 per play.

For odds, game and prize information, visit the Virginia Lottery app or valottery.com.



THE VIRGINIA LOTTERY'S FIRST REWARDS PROGRAM

COMING
IN
JANUARY
2024

We are excited to announce that the Virginia Lottery Rewards program is scheduled to launch mid-January 2024. The program is points-based and will offer points to players who purchase any retail games (Scratchers and draw or daily games) or online games. Players also will be able to earn points by engaging with the Lottery in other ways. Once players earn points, they can decide how they want to redeem their points.

This program is designed to enhance the player experience by rewarding players with more chances to dream, engage and win. The program also seeks to keep the Lottery top of mind for new and existing players.

STAY TUNED FOR MORE INFORMATION
ABOUT THE NEW PROGRAM.



Bonus Holiday Cash Promotion!

The Bonus Holiday Cash Promotion
started on December 5! Players can enter
winning or nonwinning Holiday Cash
Scratchers into the promotion. The prize
is \$50 worth of Lottery coupons.



The Scratchers that are eligible for entry are:

- Holiday Cash 5X (Game #2251)
- Holiday Cash 10X (Game #2252)
- Holiday Cash 20X (Game #2253)



The last drawing for the promotion will take place on January 9, 2024.



Players also can enter nonwinning Holiday Cash Scratchers into eXTRA Chances and will receive a number of entries into eXTRA Chances that is equal to two times the price point of the entered ticket if the ticket is entered before the end of January 7, 2024.



Players can enter winning or nonwinning tickets.



The number of entries a player will receive into the promotion will be equal to two times the price point of the entered ticket.



In each of the drawings in the promotion, 25 players each will win \$50 worth of Lottery coupons that can be redeemed at a Lottery retailer or Lottery Vending Machine.



Odds of winning a prize in the Bonus Holiday Cash Promotion depend on the total number of entries received.
Odds of winning any prize in the eXTRA Chances promotion depend on the total number of entries received.

NEW SCRATCHERS LAUNCHING JANUARY 2!



\$2

#2256

Year of the Dragon

If a player wins a PRIZE, the player then scratches the MULTIPLIER BONUS and could have the total PRIZE amount multiplied!

TICKET SIZE: 4" X 4"

TOP PRIZE ODDS:
1 in 979,200

UPC: 617189022565

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



\$3

#2257

Colorword Cash

This \$3 Scratcher gives a player the chance to win up to \$50,000!

TICKET SIZE: 4" X 6"

TOP PRIZE ODDS:
1 in 693,600

UPC: 617189022572

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



\$5

#2258

\$500,000 Spectacular

Each ticket gives a player the chance to win up to 15 times! If a player reveals a 10X, the player wins 10 TIMES the PRIZE shown.

TICKET SIZE: 4" X 6"

TOP PRIZE ODDS:
1 in 1,346,400

UPC: 617189022589

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



\$20

#2259

\$10,000 A Month

This game's top prize is \$10,000 a month for 10 years*!

TICKET SIZE: 4" X 10"

TOP PRIZE ODDS:
1 in 612,000

UPC: 617189022596

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

*\$10,000 a month for 10 years (\$1,200,000) prizes will be paid in annual installments for 10 years. Cash value = \$1,028,000.



BREAK THE BANK

RETAILER INCENTIVE

January 2024 through 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.