

June 2024

playbook

A Sales Guide for Virginia Lottery Retailers

NEW GAMES EVERY TUESDAY.

SCRATCHERS. PRINT 'N PLAY. ONLINE GAMES.

June 2024 LAUNCH SCHEDULE

JUNE 4 – New Scratchers

JUNE 11 – Online Game: Outlaw's Loot

JUNE 13 – Online Game: Wobblyblobs™

JUNE 18 – Print 'n Play: Going Pro

JUNE 25 – Online Game: Motley Cash

JUNE 27 – Online Game: Boulder Blast

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.



NEW GAMES COMING SOON

Exciting change to new Scratcher delivery schedule!

Starting in July 2024, new Scratchers will be 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.



GAME SPOTLIGHT

Virginia Adventure

ON JUNE 4, THE \$2 VIRGINIA ADVENTURE SCRATCHER LAUNCHES!

This Scratcher has six different scenes, and each one highlights a different adventurous area from around Virginia! If a player reveals a Virginia Lottery logo, the player wins the prize shown. If player reveals a Camera, the player wins all 10 prizes on the Scratcher. Virginia Adventure gives a player the chance to win up to \$20,000!

Odds of winning top prize in Virginia Adventure: 1 in 979,200.



Pick 3 with FIREBALL, Pick 4 with FIREBALL and Pick 5 with FIREBALL each have two drawings every day. Players can play these and other daily games at a Lottery retailer, at the Lottery Vending Machine, in the mobile app or at valottery.com.

The FIREBALL add-on is available for Pick 3, Pick 4 and Pick 5. It is an optional add-on that doubles the cost of the play(s). FIREBALL gives the player another chance to win.

RETAILER BEST PRACTICES

- Players must purchase their play(s) for these games before 1:53 p.m. ET for the day draw and before 10:45 p.m. ET for the night draw.
- Players might like seeing lucky numbers displayed throughout the store to help them decide what numbers to play. Work with your sales representative to find the best space to post lucky numbers where your players can see.
- Make sure playslips and pencils are available for players at the playcenter. If you need more, call the Retailer Support Hotline at 1.800.654.2500.
- Remind players that the Virginia Lottery mobile app has digital playslips available, and the digital playslip can be scanned at the Flex terminal.
- Establish a highly visible space in your store location for the Ticket Checker, and let players know they also can check if a ticket is a winner by using the Virginia Lottery mobile app.

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

NEW SCRATCHERS LAUNCHING JUNE 4



\$1

#2278

Tic Tac Multiplier

If a player wins a prize, the prize could be multiplied! This game gives a player the chance to win up to \$2,000!

TICKET SIZE: 4" X 3"

TOP PRIZE ODDS:
1 in 734,400

UPC: 617189022787

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

\$2

#2279

Virginia Adventure

If a player reveals a Camera, the player wins all 10 prizes on the ticket!

TICKET SIZE: 4" X 4"

TOP PRIZE ODDS:
1 in 979,200

UPC: 617189022794

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

\$5

#2280

Extra Play

There's a bonus game on the ticket back! This 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: 617189022800

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

\$10

#2281

Show Me The Millions!

If any of a player's Your Numbers match either Win All Number, the player wins all 20 prizes on the ticket! This game gives a player the chance to win up to \$1,000,000*!

TICKET SIZE: 4" X 8"

TOP PRIZE ODDS:
1 in 612,000

UPC: 617189022817

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

*All \$1,000,000 prizes will be paid in annual installments for 30 years. Cash value = \$500,000.

BREAK THE BANK

RETAILER INCENTIVE

June 2024

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!

June 2024 is the final month 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.