

March 2024

playbook

A Sales Guide for Virginia Lottery Retailers



NEW GAMES COMING SOON

March is National Problem Gambling Awareness Month

Problem gambling awareness is a constant priority for the Virginia Lottery. That is particularly true during March, which is National Problem Gambling Awareness Month.

March is often when the Lottery unveils new problem gambling awareness assets and initiatives for employees, retailers and players. The Virginia Lottery is working to become a leader among lotteries in problem gambling awareness. It's a vital part of what we do.

**PLEASE HELP US MAINTAIN OUR COMMITMENT
BY DOING THE FOLLOWING:**

- Keep Play Responsibly brochures handy in case players ask you questions.
- Use the Play Responsibly button on the Lottery Vending Machine and terminal when necessary.



play responsibly

Virginia Problem Gambling Helpline: 1-888-532-3500

VIRGINIA LOTTERY REWARDS IS HERE!

Virginia Lottery Rewards is here! Players can earn points for products 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 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

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.

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) each month is 5,000.
- There is no limit on the number of points that can be used for drawing entries.

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.



★ GAME SPOTLIGHT ★

500X THE MONEY

The Virginia Lottery has a new addition to the X The Money family of Scratchers! Currently, players can buy any of the following X The Money Scratchers:

- 2X The Money
- 5X The Money
- 10X The Money
- 20X The Money
- 50X The Money
- 100X The Money

Beginning March 5, the \$50 **500X The Money Scratcher** will be available! This Scratcher is packed with **\$304 million in total cash prizes*** and features a top prize of **\$7,000,000**!**

* In the entire game.

** All \$7,000,000 prizes will be paid in annual installments for 30 years.
Cash value = \$4,000,000.

Odds of winning top prize in
500X The Money: 1 in 2,611,200.



NEW GAMES EVERY TUESDAY.

SCRATCHERS.
PRINT 'N PLAY.
ONLINE GAMES.

New games are launching
EVERY TUESDAY in March!

MARCH 5 — New Scratchers

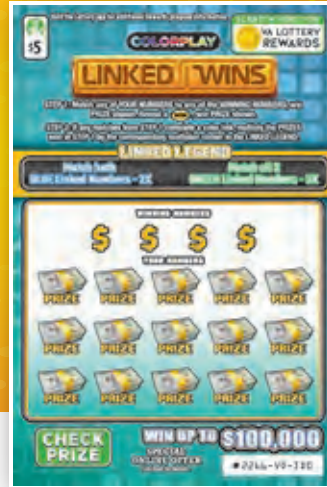
MARCH 12 — Online Game: Wheel of Bonuses

MARCH 19 — Print 'n Play: In Between

MARCH 26 — Online Game: Triple Eagle Bonus

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 SCRATCHERS LAUNCHING MARCH 5



\$1

**#2264
Fast
\$50s**

If a player reveals a WIN\$50 Starburst, the player wins \$50 instantly!

TICKET SIZE: 4" X 3"

TOP PRIZE ODDS:
1 in 874.29

UPC: 617189022640

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

\$2

**#2265
Lucky Me
Doubler**

If a player reveals a Horseshoe, the player wins double the prize shown! A player could win up to \$25,000 playing this game!

TICKET SIZE: 4" X 4"

TOP PRIZE ODDS:
1 in 979,200

UPC: 617189022657

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

\$5

**#2266
Linked
Wins**

Linked Wins is loads of fun. A player could win up to \$100,000!

TICKET SIZE: 4" X 6"

TOP PRIZE ODDS:
1 in 856,800

UPC: 617189022664

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

\$50

**#2267
\$500X
The Money**

If a player reveals a 500X, the player wins 500 times the prize shown. A player could win up to \$7,000,000*!

TICKET SIZE: 4" X 12"

TOP PRIZE ODDS:
1 in 2,611,200

UPC: 617189022671

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

*All \$7,000,000 prizes will be paid in annual installments for 30 years.
Cash value = \$4,000,000.



BREAK THE BANK

RETAILER INCENTIVE

March 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.
- 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 rep for more information.