

NEW GAMES EVERY TUESDAY.

SCRATCHERS.
PRINT 'N PLAY.
ONLINE GAMES.

New games are launching EVERY TUESDAY in May!

MAY 7 New Scratchers

MAY 7
Print 'n Play: Skee-Ball®

MAY 7
Online Game: Skee-Ball®

MAY 14
Online Game: The Claw

MAY 16
Online Game: Wobblyblobs

MAY 21
Print 'n Play: Smoking Hot 7s

MAY 28
Online Game: Molecular Money

May 2024

playbook

A Sales Guide for Virginia Lottery Retailers



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.

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NEW GAMES COMING SOON

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CONFIRMING SCRATCHERS

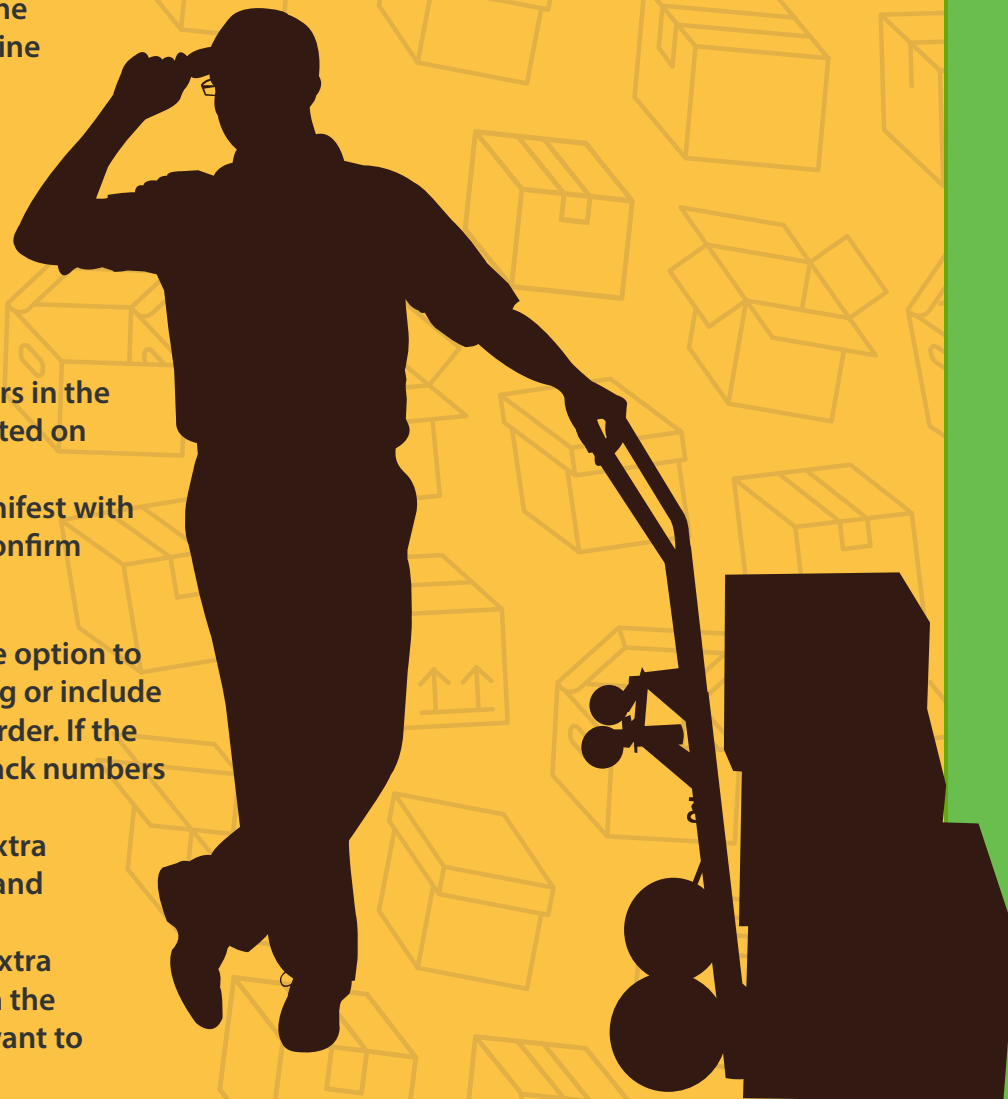
When you receive Scratchers from UPS, verify the shipping address and inspect the package for any damage. If ANY of the information on the shipping label is incorrect or the contents of the delivery are damaged:

- Call your sales representative, and let them know your delivery is incorrectly addressed and/or tickets are damaged.
- If you have an issue after hours, call the Virginia Lottery Retailer Support hotline at 1.800.654.2500, and leave a voicemail.
- After verifying the shipping label info and condition of the tickets, locate the enclosed packing manifest, and VERIFY that ALL information (name, number, address) on the manifest is correct for your location.
- Compare the game AND pack numbers in the order to each of the pack numbers listed on the enclosed packing manifest.
- Scan the barcode on the packing manifest with the online terminal's CCD reader to confirm delivery.

On the confirmation screen, you have the option to include or exclude tickets that are missing or include or exclude extra tickets included in the order. If the ticket pack numbers do not match the pack numbers on the manifest, you should:

- Select the option to include the extra tickets if you want to keep them, and then scan the packs.
 - Select the option to exclude the extra tickets if extra tickets are listed on the packing manifest and you don't want to keep them.
- If tickets are listed on the packing manifest but not in the matching order, manually enter the game number and pack number(s) to exclude these tickets from the confirmed order.

Contact your sales representative, and they can provide any additional information and assistance.



HOW TO CASH WITHDRAWAL VOUCHERS

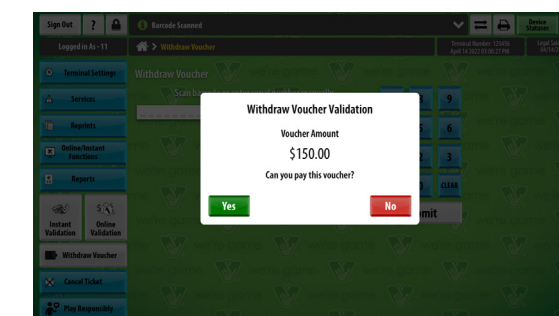
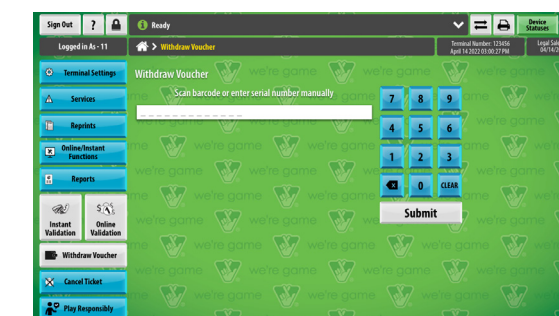
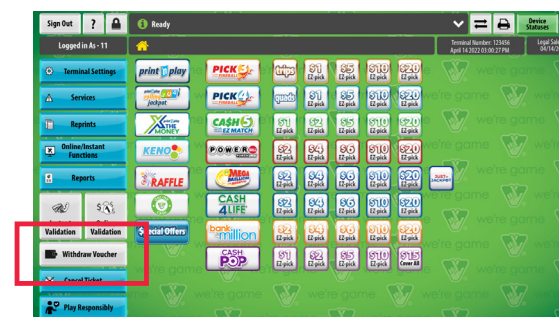


(proof of voucher, final voucher in development)

A player shows a retailer the withdrawal voucher (on their mobile device or printed copy).

VOUCHERS THAT CAN BE VALIDATED AT RETAIL:

- Vouchers valued from \$1 up to \$250.
- Retailers can validate up to five vouchers per player per day (\$1,250 maximum).
- Vouchers must be redeemed within 30 days. Funds will go back to the player's online player wallet if the voucher is not redeemed within 30 days.
- Vouchers can be paid only once.
- A retailer cannot cancel a voucher; only the player can.



The retailer pushes the Withdraw Voucher button on the Flex.

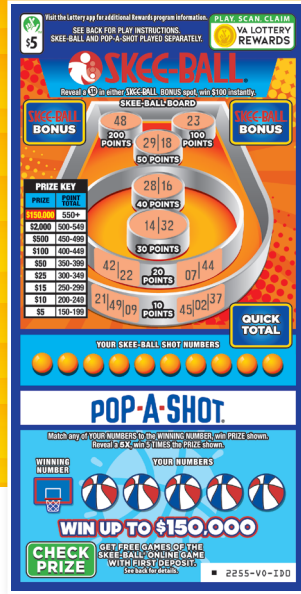
The retailer scans the barcode on the voucher or manually enters the 13-digit serial number under the barcode.

The Withdraw Voucher Validation screen appears. The retailer will select Yes to validate the voucher and pay the voucher amount.

A successfully validated withdrawal voucher will be listed as a credit to the player and have the label Withdraw in the sales breakdown.

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

NEW SCRATCHERS LAUNCHING MAY 7



\$1

**#2275
Easy Money**

Try to reveal three matching symbols in the same game! If a player reveals a symbol that's in the Bonus Legend, the player wins a prize!

TICKET SIZE: 4" X 3"

TOP PRIZE ODDS:
1 in 24,480

UPC: 617189022756

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

\$2

**#2276
Cash Wheel**

A player could win two prizes at once! Try to match three symbols in a line to win both prizes shown by the arrows for that line!

TICKET SIZE: 4" X 5"

TOP PRIZE ODDS:
1 in 979,200

UPC: 617189022763

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

\$5

**#2255
Skee-Ball®**

All the fun of the classic Skee-Ball® game on a Scratcher plus a bonus Pop-A-Shot® game too!

TICKET SIZE: 4" X 8"

TOP PRIZE ODDS:
1 in 1,346,400

UPC: 617189022558

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

\$30

**#2277
Cash Overload**

Prizes start at \$100! The entire game is loaded exclusively with \$100, \$200, \$300, \$600 and \$2,000 prizes.

TICKET SIZE: 4" X 12"

TOP PRIZE ODDS:
1 in 6,120

UPC: 617189022770

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

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BREAK THE BANK

RETAILER INCENTIVE

May 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!

The fourth quarter of FY24 is the final promotional period in which this incentive is available.

FOURTH PERIOD: April 1, 2024, through June 30, 2024

P4 BREAK THE BANK

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 representative for more information.