

CASH POP PERK

Players who purchase a \$5 CASH POP ticket for a Coffee Break drawing within this time frame - November 18, 2024, through December 1, 2024- will receive a free Mega Millions Easy Pick ticket! The \$5 CASH POP Coffee Break ticket can be purchased at a Lottery Vending Machine or the counter at a Lottery retailer.



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

FOR ODDS, GAME AND PRIZE INFORMATION, VISIT THE VIRGINIA LOTTERY APP OR VALOTTERY.COM.

NEW GAMES EVERY
TUESDAY.

SCRATCHERS.

PRINT 'N PLAY.

ONLINE GAMES.

NOVEMBER 2024 LAUNCH SCHEDULE

- NOVEMBER 5 – New Scratchers
- NOVEMBER 12 – Online Game: Bigfoot Bucks
- NOVEMBER 19 – Print 'n Play: Frosty \$50s
- NOVEMBER 26 – Online Game: Merry Money Mania

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.

LOTTERY GAMES ARE NOT FOR MINORS.

This holiday season, the Virginia Lottery reminds you that Lottery tickets make great gifts...FOR ADULTS ONLY. Virginia law prohibits the selling or giving of any Lottery ticket to anyone under the age of 18.



gift responsibly

November 2024

playbook

A Sales Guide for Virginia Lottery Retailers



NEW GAMES COMING SOON

BREAK II THE BANK II

RETAILER INCENTIVE

November 2024 – June 2025

Break the Bank II is here in FY25! It's a chance to get rewarded for meeting or exceeding your Scratcher sales goal!

Earn \$250 when you hit your Scratcher sales goal plus additional commission on every dollar over your Scratcher sales goal!

**\$250 or
2.5% extra**

(whichever is greater)!

If you meet or exceed your Scratcher sales goal by up to 4.99%, earn \$250 or 2.5% additional commission on every dollar over your Scratcher sales goal! You will receive whichever amount is greater.

OR

**\$250 or
5% extra**

(whichever is greater)!

If you exceed your Scratcher sales goal by 5% or more, earn \$250 or 5% additional commission on every dollar over your Scratcher sales goal! You will receive whichever amount is greater.

SECOND PERIOD: October 1, 2024 through December 31, 2024

P2 BREAK THE BANK II

SCRATCHER SALES GOAL:



ELIGIBILITY REQUIREMENTS

- Activate and put out for sale at least one pack of each new Scratcher within the first two days of launch.
- Remain in Active status throughout the incentive period.
- Maintain a combined out-of-stock and out-of-service rate of less than 4%.
- No more than one (1) NSF during the current incentive period and the previous rolling 6-month period.

RETAILER BEST PRACTICES

- Activate and put out for sale at least one pack of each new Scratcher within the first two days of launch.
- Promote suggestive selling.
- Minimize out-of-stocks.
- Cash winning tickets for prizes up to \$600.
- Ensure the best-selling games are always available.
- Display winner-awareness materials in your store.
- Accept debit.
- 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

Questions? Contact your Virginia Lottery sales representative for more information.

FIVE \$1 MILLION WINNERS TO START 2025

Virginia's
new year's
millionaire raffle

VIRGINIA'S NEW YEAR'S MILLIONAIRE RAFFLE RETURNS ON OCTOBER 29!

The Raffle has 625,000 total tickets available and over 1,000 total prizes! There are five \$1 million prizes, seven \$100,000 prizes and 1,000 \$500 prizes! The tickets for this game usually sell out before New Year's Eve, so remind players to get a Raffle ticket!

Winners will be announced January 1, 2025!

| PRIZE | QUANTITY | ODDS |
|-----------------|----------------------|--------------|
| \$1,000,000 | 5 | 1 in 125,000 |
| \$100,000 | 7 | 1 in 89,286 |
| \$500 | 1,000 | 1 in 625 |
| OVERALL ODDS | TICKETS AVAILABLE | |
| 1 in 618 | 625,000 | |

LOTTERY REWARDS



ELECTRONICS-STORE GIFT CARD

The first November Rewards drawing is for a \$500 Best Buy® gift card. There will be 30 winners in the drawing, which will take place on November 19, 2024. The entry period is from October 14, 2024, through November 17, 2024. A player can redeem Rewards points to get a drawing entry or entries.



TRIP TO LAS VEGAS

The second November Rewards drawing is for a trip to Las Vegas, Nev.! The prize has a value of \$5,000. There will be six winners in the drawing, which will take place on November 26, 2024. The entry period is from October 21, 2024, through November 24, 2024. A player can redeem Rewards points to get a drawing entry or entries.

Odds of winning a prize in a Rewards drawing depend on the total number of entries received.



NEW SCRATCHERS LAUNCHING NOVEMBER 5

**ACTIVATE BY
NOVEMBER 6 TO BE
ELIGIBLE FOR INCENTIVE.**



\$1

#2306

Piggy Bank Bucks

If a player reveals three identical symbols in one row, column or diagonal line, the player wins the prize shown. A player could win up to \$2,000!

TICKET SIZE: 4" X 3"

TOP PRIZE ODDS:
1 in 765,000

UPC: 617189023067

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

\$2

#2307

Cash Storm

If a player matches any of the Your Numbers to either of the Winning Numbers, the player wins the prize shown. If the player reveals a Cloud, the player wins the prize shown.

TICKET SIZE: 4" X 4"

TOP PRIZE ODDS:
1 in 979,200

UPC: 617189023074

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

\$5

#2308

Money Tree

If a player reveals an Acorn, the player wins the prize shown. If a player reveals a Leaf, the player wins double the prize shown!

TICKET SIZE: 4" X 6"

TOP PRIZE ODDS:
1 in 1,020,000

UPC: 617189023081

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

\$50

#2309

\$1,000,000 Gold Rush

If a player matches any of the Your Numbers to any of the Winning Numbers, the player wins the prize shown. If a player reveals a Win All Starburst, the player wins all 36 prizes shown!

TICKET SIZE: 4" X 12"

TOP PRIZE ODDS:
1 in 734,400

UPC: 617189023098

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.

January

| | | | | | | |
|----|----|----|----|----|----|----|
| S | M | T | W | T | F | S |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | 31 | | | | |

FULL PACKS CAN BE SOLD ALL YEAR!

You don't have to wait for the holiday season to sell full packs of Scratchers.

July

| | | | | | | |
|----|----|----|----|----|----|----|
| S | M | T | W | T | F | S |
| | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | 31 | | | | |

Full packs of Scratchers are available for player purchase all year! When selling a full pack or packs, the retailer must ensure the player has the funds to make the purchase. It is important for retailers to activate the full pack before selling it. Failure to activate a full pack before the sale violates the retailer's contract with the Lottery. Check out the reference chart below to make sure you charge the correct price for a full-pack purchase.

- Some players like the opportunity to purchase full packs because some feel as though their odds of winning might be greater with a full pack than from purchasing a variety of tickets.
 - Some players might like to use full packs as gift options year-round. Remember: Lottery tickets cannot be given as gifts (or sold) to minors.
- Players are not able to purchase full packs from the Lottery Vending Machine or from retailers that sell through vending only, so retailers that sell full packs at their location could increase the likelihood that a player will return to the location for future full-pack purchases.
- Selling full packs in addition to your routine sales could increase the likelihood of you selling a winning ticket that generates a selling bonus.
- Full-pack sales help you move toward your Statewide Incentive Goal; if you meet that goal, you'll get rewarded via more commission and/or incentive money.
 - Increased sales could translate to increased cashing commission.

Reference Chart for Player Full-Pack Pricing

| SINGLE TICKET PRICE | PLAYER FULL-PACK PRICE | FULL-PACK TICKET QUANTITY | RETAILER FULL-PACK COMMISSION |
|---------------------|------------------------|---------------------------|-------------------------------|
| \$50 | \$1,000 | 20 | \$50 |
| \$30 | \$600 | 20 | \$30 |
| \$20 | \$400 | 20 | \$20 |
| \$10 | \$400 | 40 | \$20 |
| \$5 | \$200 | 40 | \$10 |
| \$3 | \$300 | 100 | \$15 |
| \$2 | \$200 | 100 | \$10 |
| \$1 | \$200 | 200 | \$10 |

If you have additional questions, contact your sales representative.

February

| | | |
|----|----|----|
| S | M | T |
| 5 | 6 | 7 |
| 12 | 13 | 14 |
| 19 | 20 | 21 |
| 26 | 27 | 28 |

March

| | | |
|----|----|----|
| S | M | T |
| 5 | 6 | 7 |
| 12 | 13 | 14 |
| 19 | 20 | 21 |
| 26 | 27 | 28 |

April

| | | |
|----|----|----|
| S | M | T |
| 26 | 27 | 28 |
| 2 | 3 | 4 |
| 9 | 10 | 11 |
| 16 | 17 | 18 |
| 23 | 24 | 25 |
| 30 | 1 | 2 |

May

| | | | | | | |
|----|----|----|----|----|----|----|
| S | M | T | W | T | F | S |
| 20 | 1 | 2 | 3 | 4 | 5 | 6 |
| 7 | 8 | 9 | 10 | 11 | 12 | 13 |
| 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 28 | 29 | 30 | 31 | | | |

June

| | | | | | | |
|----|----|----|----|----|----|----|
| S | M | T | W | T | F | S |
| 28 | 29 | 30 | 31 | 1 | 2 | 3 |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | 31 |

August

| | | |
|----|----|----|
| T | F | S |
| 3 | 4 | 5 |
| 10 | 11 | 12 |
| 17 | 18 | 19 |
| 24 | 25 | 26 |
| 31 | 1 | 2 |

September

| | | |
|----|----|----|
| T | F | S |
| 1 | 2 | 3 |
| 7 | 8 | 9 |
| 14 | 15 | 16 |
| 21 | 22 | 23 |
| 28 | 29 | 30 |

October

| | | |
|----|----|----|
| T | F | S |
| 12 | 13 | 14 |
| 19 | 20 | 21 |
| 26 | 27 | 28 |
| 29 | 30 | 31 |

November

| | | | | | | |
|----|----|----|----|----|----|----|
| S | M | T | W | T | F | S |
| | 5 | 6 | 7 | 8 | 9 | 10 |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 | | |

December

| | | | | | | |
|----|----|----|----|----|----|----|
| S | M | T | W | T | F | S |
| 27 | 28 | 29 | 30 | 1 | 2 | 3 |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |
| 31 | | | | | | |