

October 2024

playbook

A Sales Guide for Virginia Lottery Retailers



NEW GAMES COMING SOON

\$5K GIVEAWAY

Players who purchase a Pick 3 with FIREBALL, Pick 4 with FIREBALL and Pick 5 with FIREBALL ticket* within this date range - **September 23, 2024, through October 6, 2024** – can submit the tickets (winning or nonwinning) to get a drawing entry for a chance to win up to \$5,000!

The tickets must be submitted via the mobile version of valottery.com or in the Virginia Lottery app via the player's Virginia Lottery account. Each time a player submits tickets of all three games, the player will get one drawing entry. Players do not have to submit a ticket of each game all at the same time. Once a ticket of each game has been submitted, the player will get one entry. Tickets purchased at retail or online are eligible for submission. Only tickets purchased during the promotional period (September 23, 2024, through October 6, 2024) are eligible for submission.

In the drawing, three players each will win \$5,000, four players each will win \$4,000, and five players each will win \$3,000.

**The submission deadline is 11:59:59 p.m. ET on October 13, 2024.
The drawing will take place on October 15, 2024.**

If you have additional questions, contact your sales representative. For odds, game and prize information, visit the Virginia Lottery app or valottery.com. Odds of winning a prize in this promotion depend on the total number of entries received. *The purchase of the FIREBALL add-on is not required for the ticket to be eligible for submission.



LOTTERY REWARDS



GROCERY-STORE GIFT CARD

The first October Rewards drawing is for a \$350 Food Lion® gift card. There will be 40 winners in the drawing, which will take place on October 15, 2024. The entry period is from September 16, 2024, through October 13, 2024. A player can redeem Rewards points to get a drawing entry or entries.



MASSANUTTEN GIFT CARD & GAS GIFT CARD

The second October Rewards drawing is for a Massanutten® gift card and gas gift card for a fun getaway. The prize is a \$2,000 Massanutten® gift card and a \$100 gas gift card. There will be 15 winners in the drawing, which will take place on October 22, 2024. The entry period is from September 23, 2024, through October 20, 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.



Dear Virginia Lottery Retailer:

We value our partnership with you and appreciate the cooperation that has contributed to our shared success, which this year resulted in record high retailer commissions. As part of our ongoing effort to maintain high standards of service and operational efficiency, we would like to remind you about business policies that are fundamental to our working relationship. According to the contract that all Lottery retailers sign, retailers are responsible for:

1. Complying with all Lottery laws, regulations, procedures, rules for specific Lottery games, eligibility criteria and standards for licensing, and all other applicable federal and state laws, rules, directives, orders, and instructions.
2. Paying cash prizes as expressly authorized by the Lottery through the proper and complete validation of winning tickets, generally up to and including \$600 per wager.

Retailers must completely validate winning Lottery tickets using Lottery equipment and pay the amount owed to the player if the amount does not exceed \$600. If the amount owed exceeds \$600, retailers must direct the player to a Lottery Customer Service Center. Failure to comply with these policies may subject your retailer's Lottery license to suspension and/or revocation.

The Lottery offers ongoing training to ensure retailers are aware of how to manage our products and understand our policies. If you need additional training on Lottery products, policies, or procedures, please contact your sales representative. All Lottery policies can be found at the Lottery Retailer Center by visiting valottery.com/aboutus/retailer. The Center also has the Lottery Retailer Contract and Retailer Manual for your reference.

Feel free to contact your Lottery sales representative with any questions or concerns and thank you for your attention to these matters and for your continued partnership.


Sincerely,


Khalid R. Jones


VIRGINIA STATE POLICE
ILLEGAL
GAMING
TIP-LINE



TO REPORT ILLEGAL GAMING

 **TEXT**
"VSPGaming"
followed by your tip to
847477

 **SCAN**
<https://www.tip411.com/tips/vspgaming/new>

 You may also call to leave a tip
1-833-889-2300

YOU MAY REMAIN ANONYMOUS

Virginia's
new year's
 millionaire raffle



FIVE \$1 MILLION
WINNERS TO START 2025

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

NEW GAMES EVERY
TUESDAY.

SCRATCHERS.

PRINT 'N PLAY.

ONLINE GAMES.

OCTOBER 2024 LAUNCH SCHEDULE

OCTOBER 1 – New Scratchers | Print 'n Play: Let's Make A Deal® | Online Game: Let's Make A Deal®

OCTOBER 8 – Online Game: The Mystery of Jekyll & Hyde

OCTOBER 15 – Print 'n Play: Cash Eruption

OCTOBER 22 – Online Game: Apocaloot

OCTOBER 29 – Virginia's New Year's Millionaire Raffle

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. Let's Make A Deal™ or ® is a (*registered) trademark of Marcus/Glass Productions LLC. © (2024) Marcus/Glass Productions LLC. All Rights Reserved. Licensed by FremantleMedia North America, Inc.

NEW SCRATCHERS LAUNCHING OCTOBER 1

Activate By October 2nd To Qualify For The Incentive



\$1

#2301

Halloween Stash

If a player matches any of the Your Symbols to the Winning Symbol, the player wins the prize shown. If the player reveals a 2X, the player wins double the prize shown!

TICKET SIZE: 4" X 3"

TOP PRIZE ODDS:
1 in 122,400

UPC: 617189023012

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

\$2

#2302

Lucky Spot

The player must scratch each play spot around the game name. If the player reveals a LUCKY symbol, the player wins the prize shown!

TICKET SIZE: 4" X 4"

TOP PRIZE ODDS:
1 in 979,200

UPC: 617189023029

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

\$5

#2303

Let's Make A Deal®

If the player reveals a Money Bag, the player wins the prize shown. If a player reveals a Gold Bar, the player wins all 15 prizes shown!

TICKET SIZE: 4" X 6"

TOP PRIZE ODDS:
1 in 1,305,600

UPC: 617189023036

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

\$10

#2304

Cash Fever™

If a player reveals a Coin, the player wins the prize shown. If a player reveals a Gold Bar, the player wins all 20 prizes shown!

TICKET SIZE: 4" X 8"

TOP PRIZE ODDS:
1 in 612,000

UPC: 617189023043

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

BREAK II THE BANK II

RETAILER INCENTIVE

October 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.