

NEW GAMES EVERY
TUESDAY.

SCRATCHERS.
PRINT 'N PLAY.
ONLINE GAMES.

AUGUST 2025 LAUNCH SCHEDULE

AUGUST 5
New Scratchers

AUGUST 12
Online Game: Virginia Cash Expander Jackpot

AUGUST 19
Print 'n Play: Tally'em Up Bonus

AUGUST 26
Online Game: Pantheon Payout: Lightning

AUGUST 28
Online Game: Sword in the Stone

If you have any questions about new games launching each Tuesday, contact your sales representative.

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

August 2025

playbook

A Sales Guide for Virginia Lottery Retailers



Summer SIZZLE

SCRATCHER PROMOTION

The Summer Sizzle Scratcher Promotion gives a player the chance to win
FIVE PACKS OF \$5 SCRATCHERS and \$500!

HOW DOES THE PROMOTION WORK?

The promotional and entry period are from July 1, 2025, through August 3, 2025. The drawing date is August 5, 2025. There will be 15 winners in the drawing, and each will win five packs of \$5 Scratchers and \$500.

Players can enter the promotion by submitting any Virginia Lottery Scratcher with a price point of \$5 or more during the promotional period. The number of entries a player will receive is equal to the price of the enrolled Scratcher.

Winning and nonwinning tickets qualify for entry, and tickets must be entered via the mobile web version of valottery.com or the Virginia Lottery app through a player's Virginia Lottery online account.

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

NEW GAMES COMING SOON

retailer reminder

1. Make sure your terminals are not in training mode when selling tickets. Tickets sold in training mode, are not eligible tickets for sale.
2. The Virginia Lottery vendor, IGT, is now Brightstar. All service technicians will have new identification to reflect this change. For any questions, please contact your Virginia Lottery Sales Representative.



LOTTERY REWARDS.....



\$1,000 APPLE GIFT CARD

The first August Rewards drawing is for a \$1,000 Apple gift card. There will be 10 winners in the drawing, which will take place on August 19, 2025. The entry period is from July 14, 2025, through August 17, 2025. A player can redeem Rewards points to get a drawing entry or entries.



SPIN THE GIANT CASH WHEEL

The second August Rewards drawing is for a Prize Wheel Spin. There will be three winners in the drawing, which will take place on August 26, 2025. The entry period is from July 21, 2025, through August 24, 2025. 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.

FULL PACKS CAN BE SOLD ALL YEAR!

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

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 BOOST your sales to reach the goals for the Statewide Incentive.
 - 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.

NEW SCRATCHERS LAUNCHING AUGUST 5

Activate By August 5 To Qualify For The Incentive



\$1

#2355
\$50 Wins

This Scratcher is a key-number match game, and the entire game is loaded with \$50 prizes.

TICKET SIZE: 4" X 3"

TOP PRIZE ODDS:
1 in 566.67

UPC: 617189023555

PULL GAME: _____

BIN #: _____

2nd DISPLAY: _____

VENDING: _____

NOTES: _____

\$2

#2356
Barkin' Bucks

This Scratcher is an easy-to-play, find-the-symbol game and gives a player the chance to win up to \$20,000.

TICKET SIZE: 4" X 4"

TOP PRIZE ODDS:
1 in 775,200

UPC: 617189023562

PULL GAME: _____

BIN #: _____

2nd DISPLAY: _____

VENDING: _____

NOTES: _____

\$5

#2357
10 Years of Cash

Each ticket has 15 chances to win. A player could win up to \$600,000 (\$5,000 a month for 10 years)*!

TICKET SIZE: 4" X 6"

TOP PRIZE ODDS:
1 in 1,876,800

UPC: 617189023579

PULL GAME: _____

BIN #: _____

2nd DISPLAY: _____

VENDING: _____

NOTES: _____

*All \$5,000 a month for 10 years (\$600,000) prizes will be paid in annual installments for 10 years. Cash value=\$489,600.

\$10

#2358
Wild Cash

If a player matches a Your Number to the Wild Bonus Number, the player wins all 20 prizes shown.

TICKET SIZE: 4" X 8"

TOP PRIZE ODDS:
1 in 612,000

UPC: 617189023586

PULL GAME: _____

BIN #: _____

2nd DISPLAY: _____

VENDING: _____

NOTES: _____

BASICS BOOSTERS

Retailer Incentive

July 2025 – September 2025

The Basics to
Boosters Retailer Incentive
is your chance to earn more!

► **BASICS** Each retail location can earn \$200 for the **BASICS** portion of the retailer incentive by simply meeting the four (4) eligibility requirements shown below.

► **BOOSTERS** Each retail location that meets all the qualifications for the **BASICS** portion of the retailer incentive will be eligible for the **BOOSTERS** portion of the retailer incentive. Each location may qualify only for one of the two boosters shown below.

► Locations that meet or exceed their quarterly sales goal up to 105.00% (no rounding) can earn an additional **\$250**.

OR

► Locations that exceed their quarterly sales goal by more than 105.01% (no rounding) can earn an additional **\$500**.

ELIGIBILITY REQUIREMENTS

- Activate and put out for sale at least one (1) pack of each new Scratcher every month on Day 1 of the new-game launch.
- Maintain a combined out-of-stock and out-of-service rate of 4.00% or less for vending, nonvending or both where applicable.
- Maintain Active status from the first day through the last day of the quarterly incentive period.
- Have no more than (1) one insufficient funds issued during the quarterly incentive period.

BASICS  BOOSTERS Sales Goal
FIRST PERIOD: July 1, 2025, through September 30, 2025

\$

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



✳️ What is LottoShield®?

LottoShield® is an automated inventory-management system that protects your profits with a simple and easy-to-use lottery inventory-management tool. This tool reduces wasted hours and helps you grow your business. LottoShield® was developed by retailers for retailers!

✳️ How can LottoShield® help you?

LottoShield® will track and reconcile Scratchers including backstock, and that will eliminate the need for manual tracking and ensure Scratchers are managed. Retailers can scan inventory in seconds to make it easier to manage Scratchers effectively using the LottoShield® tool. In addition, retailers can reconcile their payouts and draw totals between the totals reported on their Lottery terminals and invoice records.

✳️ Virginia Lottery and LottoShield® Partnership

The Virginia Lottery believes in the benefits of LottoShield®. The Lottery is offering an incentive to reimburse retailers who do not currently have LottoShield® for the first six months of their membership once they complete the FREE, three-week trial offer from LottoShield®. That's nearly seven months FREE! On top of that, Virginia Lottery retailers also will receive a special discounted monthly or annual rate to continue their membership. Retailer reimbursement will be paid via EFT.

✳️ How do you get started?

Visit www.lottoshield.com/sign-up, and select Virginia as your state to start your free trial.