

## TIPS FOR SALES SUCCESS DURING THE HOLIDAYS

- Keep Scratcher bins full throughout the day and maximize sales by filling bins prior to peak customer-traffic periods.
- Check the terminal paper whenever you open the Lottery Vending Machine.
- Double-face Holiday Scratchers.
- Let players know they can find detailed information about Scratchers and check to see if a ticket is a winner in the Virginia Lottery app.

Contact the Retailer Support hotline at 800.654.2500 with any equipment issues.  
**HAPPY HOLIDAYS FROM THE VIRGINIA LOTTERY!**

## HOLIDAY SALES REMINDERS

- Full packs of Scratchers make for popular gifts for adults only.
- Inventory levels grow for December to meet customer demand.
  - Orders may seem heavier, but they are in line with your sales and expected delivery delays.
  - \$1 and \$2 games are popular gifts, so you'll see the quantity of these games increase.
  - The holidays bring in a lot of visitors from out of state who might want to play Lottery games.

NEW GAMES EVERY  
**TUESDAY.**

SCRATCHERS.  
PRINT 'N PLAY.  
ONLINE GAMES.

### DECEMBER 2025 LAUNCH SCHEDULE

**DECEMBER 2**  
New Scratchers

**DECEMBER 9**  
Online Game: Festive Vault Boost

**DECEMBER 16**  
Print 'n Play: Pizza Dough

**DECEMBER 23**  
Online Game: Pantheon Payout: Tides

**DECEMBER 30**  
Online Game: Cai Shen Dao

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.



**gift responsibly**

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 game to anyone under the age of 18.

December 2025

# playbook

A Sales Guide for Virginia Lottery Retailers



**NEW GAMES COMING SOON**



# LOTTERY REWARDS.....



## \$400 WORTH OF \$10 VIRGINIA LOTTERY SCRATCHERS

The first December Rewards drawing is for \$400 worth of \$10 Virginia Lottery Scratchers. There will be 15 winners in the drawing, which will take place on December 23, 2025. The entry period is from November 17, 2025, through December 21, 2025. A player can redeem Rewards points to get a drawing entry or entries.



## \$1,000

The second December Rewards drawing is for \$1,000. There will be 50 winners in the drawing, which will take place on December 30, 2025. The entry period is from November 24, 2025, through December 28, 2025. A player can redeem Rewards points to get a drawing entry or entries.



## BIG GAME VIP EXPERIENCE

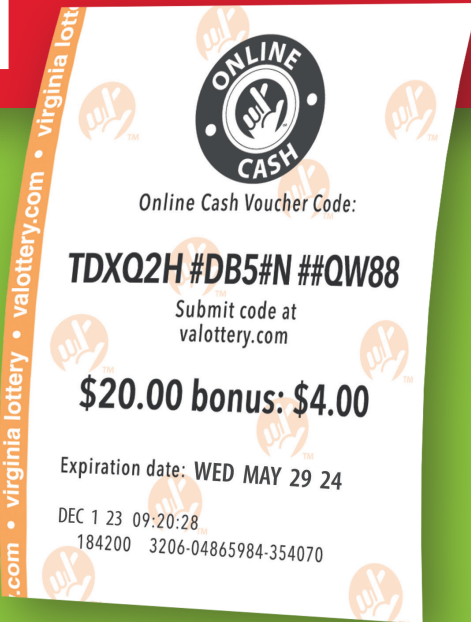
Players can enter a special Rewards drawing for a chance to win the Big Game VIP Experience. There will be one winner in the drawing, which will take place on January 6, 2026. The entry period is from October 27, 2025, through January 4, 2026. A player can redeem Rewards points to get a drawing entry or entries.

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

# ONLINE CASH PROMOTION

From December 1, 2025, through December 31, 2025, if a player purchases an Online Cash voucher, the player will get a 20% bonus on that voucher!

For example, if a player purchases a \$10 Online Cash voucher in December 2025, the player will receive a \$2 bonus and have a \$12 voucher.



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

# BASICS to BOOSTERS

October 2025 – December 2025

## Retailer Incentive

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 for only 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% 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 one (1) insufficient funds issued during the quarterly incentive period.

BASICS to BOOSTERS Sales Goal

SECOND PERIOD: October 1, 2025, through December 31, 2025

\$

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

## Virginia's new year's millionaire raffle

FIVE \$1 MILLION WINNERS TO START 2026!

Virginia's New Year's Millionaire Raffle is here!

The Raffle has 625,000 total tickets available and over 1,000 total prizes! There are five \$1,000,000 prizes, seven \$100,000 prizes and 1,000 \$500 prizes! Winners will be announced January 1, 2026!

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	TOTAL TICKETS AVAILABLE	
1 in 618	625,000	



# NEW SCRATCHERS LAUNCHING DECEMBER 2

**ACTIVATE ON  
TUESDAY, DECEMBER 2,  
TO BE ELIGIBLE FOR  
THE INCENTIVE**



**\$1**

#2369

**2026**

This easy-to-play game gives a player the chance to win up to \$2,026!

**TICKET SIZE: 4" X 3"**

**TOP PRIZE ODDS:**  
1 in 734,400

**UPC: 617189023692**

PULL GAME: \_\_\_\_\_

BIN #: \_\_\_\_\_

2nd DISPLAY: \_\_\_\_\_

VENDING: \_\_\_\_\_

NOTES: \_\_\_\_\_

**\$5**

#2366

**Cash Vault**

Each ticket delivers the chance to unlock a multiplier and has four separate Bonus Games. This Scratch-off gives a player the chance to win up to \$150,000!

**TICKET SIZE: 4" X 6"**

**TOP PRIZE ODDS:**  
1 in 1,060,800

**UPC: 617189023661**

PULL GAME: \_\_\_\_\_

BIN #: \_\_\_\_\_

2nd DISPLAY: \_\_\_\_\_

VENDING: \_\_\_\_\_

NOTES: \_\_\_\_\_

**\$10**

#2367

**Power Payout  
Multiplier**

Power Payout Multiplier gives a player the chance to win up to \$1,000,000\*!

**TICKET SIZE: 4" X 8"**

**TOP PRIZE ODDS:**  
1 in 816,000

**UPC: 617189023678**

PULL GAME: \_\_\_\_\_

BIN #: \_\_\_\_\_

2nd DISPLAY: \_\_\_\_\_

VENDING: \_\_\_\_\_

NOTES: \_\_\_\_\_

\*All \$1,000,000 prizes will be paid in annual installments for 30 years. Cash value = \$476,000.

# Full Packs of Scratchers Available!



## FULL PACKS MAKE A GREAT GIFT FOR THE HOLIDAYS!

Scratchers make great gifts for adults!

Full packs of Scratchers are available for player purchase! 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 the odds of winning might be greater with a full pack than from purchasing a variety of tickets.
- Some players might like to use Lottery tickets as gift options year-round. **Remember: Lottery tickets cannot be given as gifts (or sold) to minors.**
- Players cannot purchase full packs from the Lottery Vending Machine or from retailers that sell through vending only, so retailers that sell full packs at the retailer's 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 could generate a selling bonus.
  - Full-pack sales help you move toward your Statewide Incentive goal.
  - Increased sales could translate to increased cashing commission.

### REFERENCE CHART FOR PLAYER FULL-PACK PRICING

SCRATCHER PRICE	PLAYER FULL-PACK PRICE	FULL-PACK 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.