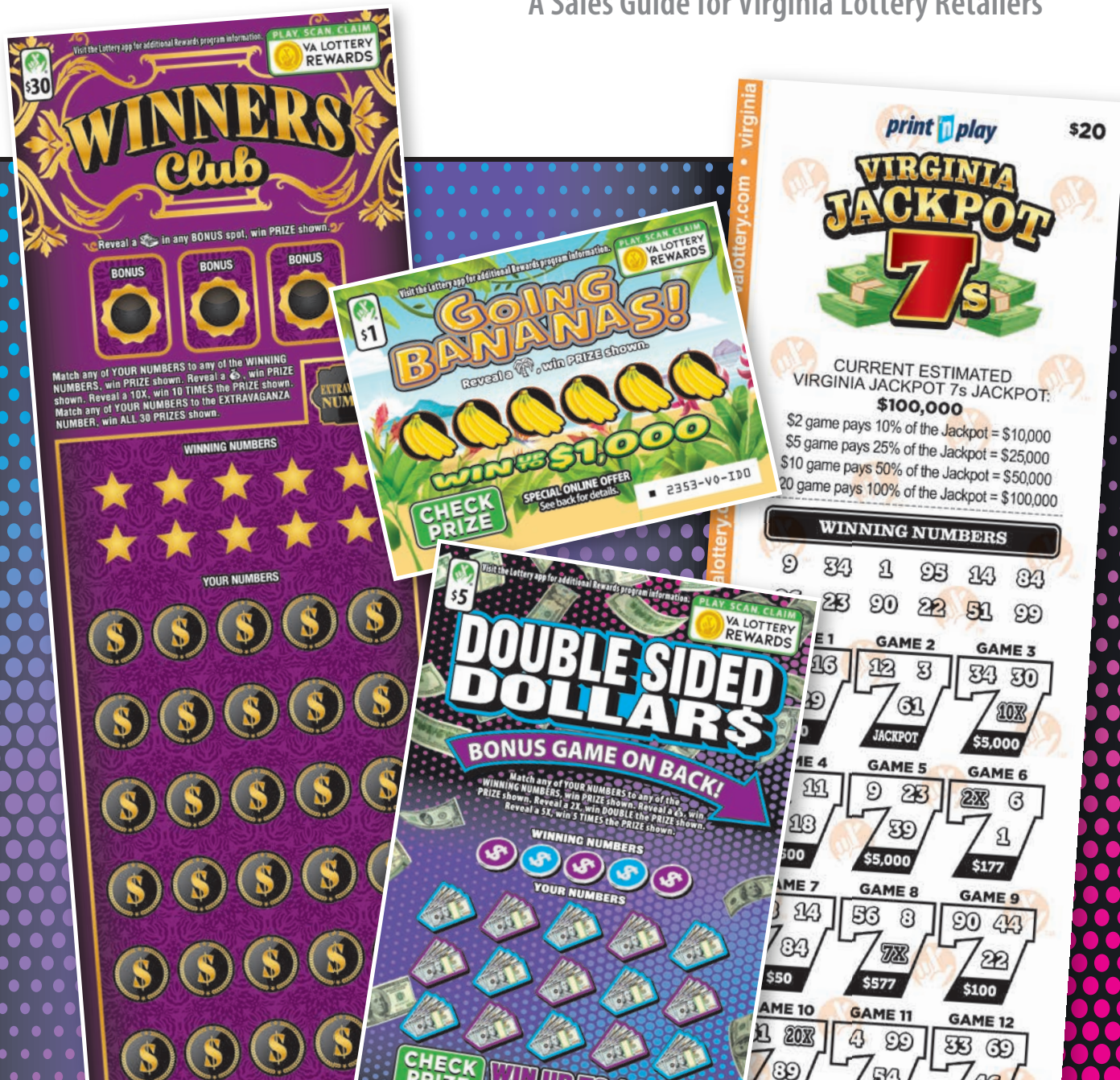


July 2025

playbook

A Sales Guide for Virginia Lottery Retailers



NEW GAMES COMING SOON



LETTER FROM KHALID JONES

Happy New Year, Virginia Lottery Retailers!

As you know very well, July turns the page on the Lottery calendar, and I'm excited about what we accomplish together. I want to take the time in this note just to say thank you. The partnership between the Lottery and our retailers has been nothing short of phenomenal. I have frequently described retailers as the backbone of the Lottery, and I really mean that. Some days sales are up, some days sales are down, but your commitment to our shared mission remains constant.

As I travel around Virginia to visit retailers of all sizes, I am constantly struck by the passion that everyone has for their business and the level of detail to serve the community. I always will strive to ensure we're giving you the support that is necessary for your success. Just know that we are always committed to our partnership with you, our ears are always open for ways to make our partnership better, and know that my appreciation for your work is boundless.

Sincerely,

Khalid R. Jones

LOTTERY REWARDS.....



\$500 WORTH OF RESTAURANT GIFT CARDS

The first July Rewards drawing is for \$500 worth of restaurant gift cards. There will be 15 winners in the drawing, which will take place on July 15, 2025. The entry period is from June 16, 2025, through July 13, 2025. A player can redeem Rewards points to get a drawing entry or entries.



PROFESSIONAL FOOTBALL MEET & GREET GAME EXPERIENCE

The second July Rewards drawing is for a Professional Football Meet & Greet Game Experience. There will be 10 winners in the drawing, which will take place on July 22, 2025. The entry period is from June 23, 2025, through July 20, 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.

print  play

VIRGINIA JACKPOT 7s

VIRGINIA JACKPOT 7s IS A NEW 7-THEMED PROGRESSIVE JACKPOT GAME THAT FEATURES TICKETS AT FOUR PRICES: \$2, \$5, \$10 AND \$20.

Launching
July 15, 2025

Virginia Jackpot 7s is a Virginia-only progressive jackpot game that has a starting jackpot of \$100,000, and the jackpot grows until the jackpot is won. There are no playslips to fill out and no waiting for a drawing. Players can purchase, play and check to see if they've won!

HERE'S HOW IT WORKS.

The game offers tickets at four price points. The percentage of the current jackpot value that a player could win depends on the price of the ticket purchased.

- A \$2 ticket could win 10% of the jackpot.
- A \$5 ticket could win 25% of the jackpot.
- A \$10 ticket could win 50% of the jackpot.
- A \$20 ticket could win 100% of the jackpot.

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



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 submitted 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.**



VALOTTERY.COM/SUMMER

Odds of winning a prize in this promotion depend on the total number of entries received.



NEW GAMES EVERY
TUESDAY.

SCRATCHERS.

PRINT 'N PLAY.

ONLINE GAMES.

JULY 2025 LAUNCH SCHEDULE

JULY 1

New Scratchers

JULY 8

Online Game: Lucky Contestant

JULY 15

Print 'n Play: Virginia Jackpot 7s

JULY 22

Online Game: Million Dollar Days

JULY 29

Online Game: Daily Fortune

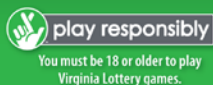
If you have any questions about new games launching each Tuesday, contact your sales representative.

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



If you or someone you know has a gambling problem, help is free and confidential.

Virginia Problem Gambling Helpline:
(888) 532-3500
or 1-800-GAMBLER



Posting the Problem Gambling Helpline Number

By July 1, 2025, all Virginia Lottery retailers are required by law to post a sign with the Virginia Problem Gambling Helpline number, which is **1.888.532.3500**. Please post this message alongside your Lottery and ABC licenses or in another visible location. Stickers with the helpline number will be provided by your sales representative.

Disclosing the Identity of a Winner

Beginning July 1, 2025, the Virginia Lottery is prohibited from disclosing a winner's name, hometown and amount won on prizes of \$1 million or greater without the winner's consent. It is important for retailers to be aware of this change. If you have any questions, contact your sales representative.

****ALERT!****

Do not let anyone access your Lottery equipment or Scratchers without verifying that the person has proper identification that proves that the person is a representative of the Virginia Lottery. Please advise all employees at your location about verifying identification. Losses due to improper access to Lottery Scratchers or equipment will be the responsibility of the business owner(s).

NEW SCRATCHERS LAUNCHING JULY 1

Activate By July 1 To Be Eligible For The Incentive



\$1

#2353 - Going Bananas!

This Scratcher is an easy-to-play, find-the-symbol game that gives a player the chance to win up to \$1,000!

TICKET SIZE: 4" X 3"

TOP PRIZE ODDS: 1 in 587,520

UPC: 617189023531

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



\$5

#2352 - Double Sided Dollars

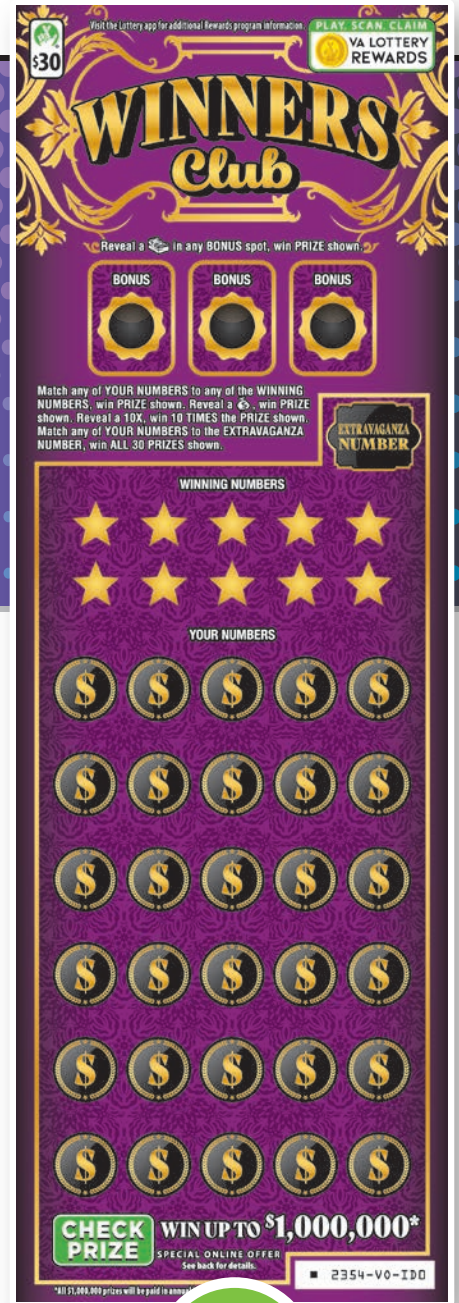
Each ticket features 23 chances to win, which includes the separate bonus game on the back. This Scratcher gives a player the chance to win up to \$100,000!

TICKET SIZE: 4" X 6"

TOP PRIZE ODDS: 1 in 979,200

UPC: 617189023524

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



\$30

#2354 - Winners Club

If a player matches a Your Number to the Extravaganza Number, the player wins all 30 prizes shown. This Scratcher gives a player the chance to win up to \$1,000,000*!

TICKET SIZE:
4" X 12"

TOP PRIZE ODDS:
1 in 408,000

UPC:
617189023548

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.*

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 105.00% (no rounding) can earn an additional **\$500**.

ELIGIBILITY REQUIREMENTS

- Remain in Active status throughout the current incentive period.
- No more than one (1) NSF during the current incentive period.
- Activate and put out for sale at least one pack of each new Scratcher on the first day of game launch.
- Maintain a combined out-of-stock and out-of-service rate of less than 4% on all terminals. If a location has vending and nonvending channels, the total rate across both channels must be less than 4%.

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.