

November 2025

playbook

A Sales Guide for Virginia Lottery Retailers



NEW GAMES COMING SOON

LOTTERY REWARDS.....



\$500 AMAZON® GIFT CARD

The first November Rewards drawing is for a \$500 Amazon® gift card. There will be 30 winners in the drawing, which will take place on November 18, 2025. The entry period is from October 20, 2025, through November 16, 2025. A player can redeem Rewards points to get a drawing entry or entries.



GETAWAY TO THE OMNI® HOMESTEAD RESORT & SPA

The second November Rewards drawing is for a getaway to The Omni® Homestead Resort & Spa. There will be 10 winners in the drawing, which will take place November 25, 2025. The entry period is from October 27, 2025, through November 23, 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.



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.

Virginia's new year's millionaire raffle

VIRGINIA'S NEW YEAR'S MILLIONAIRE RAFFLE RETURNS ON OCTOBER 28, 2025!

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 on January 1, 2026!

FIVE \$1 MILLION WINNERS TO START 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	

2025 Holiday Point-of-Sale Incentive

November 4, 2025, through December 31, 2025

Earn \$200 for having one (1) full, four-cube Holiday Scratcher display at the point of sale in November and December!

INCENTIVE DETAILS



THE DISPLAY:

- Work with your sales rep to install a four-cube display at the point of sale no later than the end of the day on November 3, 2025.
- Displays are limited, so work with your sales rep early to ensure you can participate in this retailer incentive.



TO QUALIFY:

- On November 4, 2025, you must activate and put out for sale at least two (2) packs of each Holiday Scratcher. One pack is for your regular display, and the other pack is for the Holiday Scratcher point-of-sale display.
- Retailers are responsible for keeping the point-of-sale display full of each of the four different Holiday Scratchers from November 4, 2025, through December 31, 2025. Out-of-stocks in the Holiday Scratchers point-of-sale display will result in disqualification from this incentive.
- If a Holiday Scratcher is sold out and/or no longer available, the sales representative will replace the sold-out game with another game of the rep's choosing for the duration of the incentive period.



PAYMENT:

- Retailers will be paid via EFT once the results are verified in January 2026.



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

BASICS BOOSTERS

Retailer Incentive

October 2025 – December 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 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  BOOSTERS Sales Goal
SECOND PERIOD: October 1, 2025, through December 31, 2025

\$

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



What to do if Lottery Scratchers are stolen from your location.

If Lottery Scratchers are stolen from your location, take the following steps.

1. Notify local law enforcement and Lottery Security. Lottery Security can be reached at 434.392.7294, Monday through Friday, from 8:30 a.m. to 5 p.m. Lottery Security can be reached at 800.654.2500 after hours and on weekends.
2. Report the accurate game, pack and individual ticket numbers (as seen in the example image shown to the right) of the stolen Scratchers to law enforcement and Lottery Security.



**THE RETAILER IS FINANCIALLY
RESPONSIBLE FOR ALL
LOTTERY TICKETS AT THE
RETAILER'S LOCATION.**



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.



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.*

Contact the Retailer Support hotline at 800.654.2500 with any equipment issues.

HAPPY HOLIDAYS FROM THE VIRGINIA LOTTERY!



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.



GAME SPOTLIGHT

The BIG Ticket: The Perfect Gift

The BIG Ticket \$20 Scratcher launches on November 4!

This Scratcher includes five separate games and 49 total chances to win*! The top prize is \$1,000,000**! This Scratcher can be loaded into the Lottery Vending Machine. The ticket is 4" x 8" and opens to 8" x 8". The BIG Ticket: The Perfect Gift is the holiday version of The BIG Ticket Scratcher. In 2026, this game will change to a green version of the ticket called The BIG Ticket: Cold Hard Cash.



(Inside View)

(Outside View)

*This number includes all chances to win across the five separate games.

**All \$1,000,000 prizes will be paid in annual installments for 30 years. Cash value = \$476,000. For odds, game and prize information, visit the Virginia Lottery app or valottery.com. GIFT RESPONSIBLY. Lottery games are not for minors.

NEW GAMES EVERY
TUESDAY.

SCRATCHERS.

PRINT 'N PLAY.

ONLINE GAMES.

NOVEMBER 2025 LAUNCH SCHEDULE

NOVEMBER 4
New Scratchers

NOVEMBER 11
Online Game: Jackpot 6

NOVEMBER 18
Print'n Play: Holly Jolly Bingo

NOVEMBER 25
Online Game: Santa Claws

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.

NEW SCRATCHERS LAUNCHING NOVEMBER 4

Activate By November 4 To Be Eligible For The Incentive



\$1

#2370

Gnome for the Holidays

An easy-to-play, holiday-themed game!
A player could win up to \$500!

TICKET SIZE: 4" X 3"

TOP PRIZE ODDS:
1 in 12,240

UPC: 617189023708

PULL GAME: _____

BIN #: _____

2nd DISPLAY: _____

VENDING: _____

NOTES: _____

\$2

#2371

'Tis the Season

Each ticket has three Bonus Spots and gives a player the chance to reveal a multiplier!

TICKET SIZE: 5" X 4"

TOP PRIZE ODDS:
1 in 587,520

UPC: 617189023715

PULL GAME: _____

BIN #: _____

2nd DISPLAY: _____

VENDING: _____

NOTES: _____

\$5

#2372

Cashing Through The Snow

Each ticket features 15 chances to win plus three Bonus Spots!
This game gives a player the chance to win up to \$100,000!

TICKET SIZE: 4" X 6"

TOP PRIZE ODDS:
1 in 538,560

UPC: 617189023722

PULL GAME: _____

BIN #: _____

2nd DISPLAY: _____

VENDING: _____

NOTES: _____

\$20

#2373

The BIG Ticket: The Perfect Gift

This ticket features five separate games on one ticket! A player could win up to \$1,000,000*!

TICKET SIZE: 4" X 8"

TOP PRIZE ODDS:
1 in 720,000

UPC: 617189023739

PULL GAME: _____

BIN #: _____

2nd DISPLAY: _____

VENDING: _____

NOTES: _____

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.