

September 2025

playbook

A Sales Guide for Virginia Lottery Retailers



NEW GAMES COMING SOON

LOTTERY REWARDS.....



\$500 FALL SHOPPING GIFT-CARD PACKAGE

The first September Rewards drawing is for a \$500 fall shopping gift-card package. There will be 20 winners in the drawing, which will take place on September 23, 2025. The entry period is from August 18, 2025, through September 21, 2025. A player can redeem Rewards points to get a drawing entry or entries.



ORLANDO IN STYLE

The second September Rewards drawing is for a trip to Orlando. Only adults are eligible to go on the trip. There will be four winners in the drawing, which will take place on September 30, 2025. The entry period is from August 25, 2025, through September 28, 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.



SEPTEMBER 1 – OCTOBER 19

Players who purchase a Pick 3 with FIREBALL, Pick 4 with FIREBALL or Pick 5 with FIREBALL ticket* can submit the ticket(s) (winning or nonwinning) to

GET A DRAWING ENTRY FOR A CHANCE TO WIN UP TO \$5,000!



Only tickets purchased during the promotional purchase period listed above 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 26, 2025. If you have additional questions, contact your sales representative.

FOR MORE DETAILS:
valottery.com/fall345



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.

EQUIPMENT UPDATE!

The Virginia Lottery will begin updating Lottery Vending Machines in mid-August. There will be updates to the software on the machine, video-control unit and the debit reader(s).



WHAT ARE THE UPDATES ON THE LOTTERY VENDING MACHINE?

- The Lottery Vending Machine is getting a new shopping-cart feature. Players will be able to load a virtual shopping cart with games and then check out using cash, validating winning tickets or a debit card.
- The machines will get a new debit-card reader. All updates will allow the machines to process transactions efficiently and limit service interruptions.



RETAILER-NOTIFICATION PROCESS AND APPOINTMENT INFORMATION

- Retailers will be notified by their sales representative two weeks prior to the equipment update. Note: Updates are made Monday through Saturday from 8:30 a.m. to 5:30 p.m.
- A technician will reach out to the retailer 24 to 48 hours before installation.
- The technician will be a representative from Mill-Tel. The technician will have a badge to prove the technician's identity as a Virginia Lottery partner. When the technician arrives and is verified, give the technician access to the Lottery Vending Machine only. Do not give the technician the key to your cash box.
- The estimated time of service is 60 minutes.



WHAT TO KNOW ABOUT THE NEW FEATURES

- Players can load a virtual shopping cart with Scratchers and draw games before checking out.
- Only one form of payment can be accepted per transaction.
- The player's credits and total amount must match to check out.

If you notice any issues on your Lottery Vending Machine(s) once the upgrade is complete, reach out to your sales representative. A member of the Deployment team will contact you to review and resolve the issue.

retailer reminder

Virginia Lottery Scratchers and draw tickets do have expiration dates. Scratchers expire 180 days after the game closes, and draw games expire 180 days after the draw date. If a player brings an expired ticket to your location, do not direct them to a Customer Service Center. Tickets that have expired cannot be cashed at retailer locations or Customer Service Centers. If you have any additional questions, please contact your sales representative.



NEW GAMES EVERY
TUESDAY.

SCRATCHERS.

PRINT 'N PLAY.

ONLINE GAMES.

SEPTEMBER 2025 LAUNCH SCHEDULE

SEPTEMBER 2

New Scratchers

SEPTEMBER 9

Online Game: Jackpot 6

SEPTEMBER 16

Print 'n Play: Tic-Tac Boo!

SEPTEMBER 23

Online Game: Progressive Jackpot Game

SEPTEMBER 30

Online Game: Paranormal Payout

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 SEPTEMBER 2

**ACTIVATE BY
SEPTEMBER 2
TO BE ELIGIBLE FOR
THE INCENTIVE**



\$2

#2359

Lucky 7s

This Scratcher has two separate games. Lucky 7s gives a player the chance to win up to \$25,000!

TICKET SIZE: 4" X 4"

TOP PRIZE ODDS:
1 in 734,400

UPC: 617189023593

PULL GAME: _____

BIN #: _____

2nd DISPLAY: _____

VENDING: _____

NOTES: _____



\$5

#2319

Red 7s Doubler

Red 7s Doubler gives a player the chance to win up to \$100,000!

TICKET SIZE: 4" X 6"

TOP PRIZE ODDS:
1 in 1,183,200

UPC: 617189023197

PULL GAME: _____

BIN #: _____

2nd DISPLAY: _____

VENDING: _____

NOTES: _____



\$20

#2360

Ultimate 7s

This game features a chance to unlock a multiplier. Ultimate 7s gives a player the chance to win up to \$1,000,000*!

TICKET SIZE: 4" X 10"

TOP PRIZE ODDS:
1 in 408,000

UPC: 617189023609

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 105.01% 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
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.