

# BASICS to BOOSTERS

## Retailer Incentive

January 2026 – March 2026

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

### BASICS to BOOSTERS Sales Goal

THIRD PERIOD: January 1, 2026, through March 31, 2026



# playbook

january 2026



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

new games  
coming soon



## GAME SPOTLIGHT

### SET FOR LIFE

The Lottery's next \$50 Scratcher is called Set for Life and is launching on January 6! This new game has a top prize of \$6,000,000 (\$200,000 a year for 30 years)!\*

#### SELLING TIPS FOR SET FOR LIFE:

- Place the new \$50 Scratcher with the other \$50 Scratchers.
- Tell your players about the Lottery's \$50 Scratchers.
- Keep bins full to make sure the new \$50 Scratcher is always available for purchase.

If you have any questions about the Lottery's \$50 Scratchers, please contact your sales representative. \*\$200,000 a year for 30 years (\$6,000,000) prizes will be paid in annual installments for 30 years. Cash value = \$3,114,000.

## LOTTERY REWARDS.....



### SPIN TO WIN

Entries accepted December 22, 2025, through January 18, 2026

Draw Date: January 20, 2026



### CRUISING IN STYLE

Entries accepted December 29, 2025, through January 25, 2026

Draw Date: January 27, 2026

For details about Virginia Lottery Rewards, visit the Virginia Lottery app or valottery.com. Odds of winning a prize in a Rewards drawing depend on the total number of entries received.

## CASH 4 LIFE®

### WILL END IN FEBRUARY 2026!

Starting after the January 27 drawing, the number of drawings available for purchase via the Multi-Draw and Future Play options will decrease after each drawing.

The final Cash4Life® drawing will take place on February 21, 2026.

After the last Cash4Life® drawing on February 21, 2026, players have 180 days to claim any Cash4Life® prize won in that drawing.

If you have any questions, contact your sales representative.

Draw Day	Draw Date	Draws (Multi-Draw or Future Play) available for purchase
Tuesday	January 27, 2026	25
Wednesday	January 28, 2026	24
Thursday	January 29, 2026	23
Friday	January 30, 2026	22
Saturday	January 31, 2026	21
Sunday	February 1, 2026	20
Monday	February 2, 2026	19
Tuesday	February 3, 2026	18
Wednesday	February 4, 2026	17
Thursday	February 5, 2026	16
Friday	February 6, 2026	15
Saturday	February 7, 2026	14
Sunday	February 8, 2026	13
Monday	February 9, 2026	12
Tuesday	February 10, 2026	11
Wednesday	February 11, 2026	10
Thursday	February 12, 2026	9
Friday	February 13, 2026	8
Saturday	February 14, 2026	7
Sunday	February 15, 2026	6
Monday	February 16, 2026	5
Tuesday	February 17, 2026	4
Wednesday	February 18, 2026	3
Thursday	February 19, 2026	2
Friday	February 20, 2026	1
Saturday	February 21, 2026	Final Day for Sales
Sunday	February 22, 2026 - Cash4Life® validations only	N/A

## january 2026

### launch schedule



**JANUARY 6**  
New Scratchers  
Commanders® Gold Pass Raffle  
Capitals® Career In A Year Raffle

**JANUARY 8**  
Online Game: Lucky Coins

**JANUARY 13**  
Online Game: X The Money

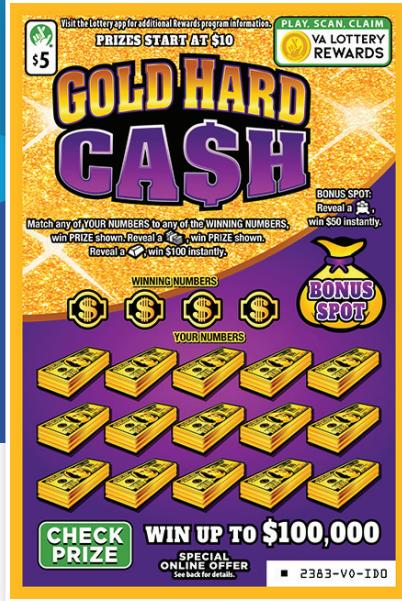
**JANUARY 20**  
Print 'n Play: \$5 Xtreme Payout

**JANUARY 27**  
Online Game: Double Drop Deluxe

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 january scratchers

ACTIVATE AND PUT OUT FOR SALE ON JANUARY 6



**\$2**

#2365

## WIN WIN WIN

This easy-to-play game gives a player the chance to win up to \$15,000!

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

**TOP PRIZE ODDS:**  
1 in 979,200

**UPC:** 617189023654

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

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

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

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

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

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**\$5**

#2383

## GOLD HARD CASH

Prizes start at \$10! This game gives a player the chance to win up to \$100,000!

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

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

**UPC:** 617189023838

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

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

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

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

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

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**\$50**

#2368

## SET FOR LIFE

Each ticket has four Bonus Spots. Set for Life gives a player the chance to win up to \$6,000,000 (\$200,000 a year for 30 years)\*!

**TICKET SIZE:** 4" X 12"

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

**UPC:** 617189023685

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

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

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

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

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

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\*\$200,000 a year for 30 years (\$6,000,000) prizes will be paid in annual installments for 30 years. Cash value = \$3,114,000.

