playbook

november 2026



new games
coming soon

LOTTERY REWARDS



TRIP TO GREECE

(GOLD TIER ONLY)

ENTRIES ACCEPTED: September 21, 2026, through November 22, 2026

DRAW DATE: November 24, 2026



$500 ONLINE-STORE GIFT CARD

ENTRIES ACCEPTED: October 19, 2026, through November 15, 2026

DRAW DATE: November 17, 2026



HOUSE PAYMENTS FOR 6 MONTHS ($2,500 A MONTH)

ENTRIES ACCEPTED: October 26, 2026, through November 22, 2026

DRAW DATE: November 24, 2026

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

HOLIDAY PUNCH CARD PROMOTION

From November 3, 2026, through December 31, 2026, players can enter the Holiday Punch Card Promotion. It gives a player the chance to win $2,500.



Here's how the promotion works.

A player must opt in to the Holiday Punch Card Promotion while logged in to the player's Virginia Lottery account. If a player completes one punch card, the next punch card will be automatically unlocked, and the filled punch card will disappear. Each completed punch card gets a player one drawing entry. There is no limit on the number of punch cards a player can complete. To complete a punch card, a player must scan any Scratcher that launches on November 3, 2026, or any Virginia's New Year's Millionaire Raffle ticket purchased at retail into Virginia Lottery Rewards. A player must scan three games to complete a punch card.

The entry deadline is 11:59:59 p.m. ET on December 31, 2026.

The drawing will take place on January 5, 2027. There will be 20 winners in the drawing.

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

Five $1,000,000 winners to start 2027!

Virginia's new year's millionaire raffle



Virginia's New Year's Millionaire Raffle returns on November 3!

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! Winners will be announced on January 1, 2027!

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		**TICKETS AVAILABLE**
1 in 618		625,000

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 other states who might want to play Lottery games.

Happy Holidays FROM THE Virginia Lottery

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

VIRGINIA LOTTERY

Retailer Secondary-Display Incentive Continues

September 1, 2026, through December 31, 2026



The Retailer Secondary-Display Incentive continues! The incentive gives retailers a chance to earn $400 by having one full, four-cube Scratcher display at the point of sale during the incentive period. As a reminder, only retailers who qualified in September are eligible for the incentive and will need to fulfill the November requirements to earn the $400.

How to Qualify

- Retailers must activate and put out for sale one (1) additional pack of the November new games in the four-cube display.
- The four-cube display must stay full for the duration of the incentive period (September 1 through December 31).
- Maintain an out-of-stock rate of less than 4% for vending, nonvending or both where applicable.
- Retailers must keep both the home and the additional display full of the September and November new games.
- Maintain Active status from the first day through the last day of the incentive period.

NOTE: *If a September or a November Scratcher is sold out and/or no longer available, the sales representative will replace the sold-out game with another game during the incentive period.*

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

BASICS INCENTIVE

Each retail location can earn $200 for the BASICS portion of the retailer incentive by meeting the eligibility requirement.

BASICS TO BOOSTERS II

Basics to Boosters II is your chance to earn more!

BOOSTERS INCENTIVE

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. In the BOOSTERS portion of the incentive, any location that exceeds its quarterly sales goal can earn an additional $250.

October 1, 2026, through December 31, 2026

SECOND PERIOD SALES GOAL

$

WITHDRAWAL-VOUCHER REDEMPTION AT THE LOTTERY VENDING MACHINE

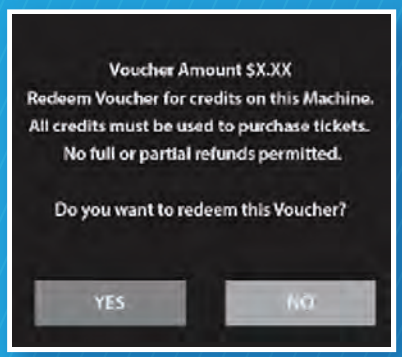
Starting on November 16, 2026, a player can redeem a withdrawal voucher for credit on the Virginia Lottery Vending Machine.

Here's how the redemption process works.

1. A player will make the player's game selection(s) on the Lottery Vending Machine and add the games to the player's Shopping Cart.



2. Once the games are in the Shopping Cart, the player has the option to scan the withdrawal voucher (printed or digital).



3. Once the voucher has been scanned, the player will confirm redemption of the voucher amount for credit on the machine.

As a reminder, the max amount of a withdrawal voucher is $250 per voucher. Any credit on the machine must be used during the transaction.

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

CHANGES TO CASH POP AND KENO

NOVEMBER 16, 2026

On November 16, 2026, CASH POP and Keno will change!

KENO WITH BULLS-EYE

For Keno, a new add-on will be available called BULLS-EYE! Once the 20 winning numbers are drawn in a Keno drawing, an arrow will land randomly on one of the 20 numbers. That number is the BULLS-EYE number. If one of the player's chosen numbers matches the BULLS-EYE number, the player wins a BULLS-EYE prize.

CASH POP

CASH POP will change in a few ways! The drawing schedule will change from five draws a day to one drawing every 4 minutes (except during system processing time). There also will be a $20 price point available, and players will be able to play up to 20 consecutive drawings. A player could win up to $5,000 for matching one number depending on the amount the player wagers.

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 ticket to anyone under the age of 18.

gift responsibly™

november 2026
launch schedule



NOVEMBER 3
New Scratchers
$20 Online Scratcher: Golden Payday
Virginia's New Year's Millionaire Raffle

NOVEMBER 10
Daily Jackpot Countdown

NOVEMBER 17
Virginia Wild Star Multiplier

NOVEMBER 24
Merry Match 5

If you have any questions about new games launching in November, contact your sales representative. For odds, game and prize information, visit the Virginia Lottery app or valottery.com.

new november scratchers

ACTIVATE AND PUT OUT FOR SALE ON NOVEMBER 3









$1

#2427

HOLIDAY TRIPLER

The entire game is loaded with $300 prizes!

TICKET SIZE: 4" X 3"

TOP PRIZE ODDS:
1 in 7,817.14

UPC: 617189024279

PULL GAME: _____

BIN#: _____

2nd DISPLAY: _____

VENDING: _____

NOTES: _____

_____

$2

#2428

PEPPERMINT PAYOUT

This peppermint-scented Scratcher features 10 chances to win on each ticket plus the chance to multiply a prize. Peppermint Payout gives a player the chance to win up to $25,000!

TICKET SIZE: 4" X 5"

TOP PRIZE ODDS:
1 in 538,560

UPC: 617189024286

PULL GAME: _____

BIN#: _____

2nd DISPLAY: _____

VENDING: _____

NOTES: _____

_____

$5

#2429

MERRY MONEY TREE

This Scratcher features three Bonus Spots plus 15 chances to win on each ticket. Merry Money Tree gives a player the chance to win up to $125,000!

TICKET SIZE: 4" X 6"

TOP PRIZE ODDS:
1 in 612,000

UPC: 617189024293

PULL GAME: _____

BIN#: _____

2nd DISPLAY: _____

VENDING: _____

NOTES: _____

_____

$10

#2430

WRAPPED IN RICHES

This Scratcher features two Bonus Spots plus 20 chances to win on each ticket. Wrapped in Riches gives a player the chance to win up to $500,000!

TICKET SIZE: 4" X 8"

TOP PRIZE ODDS:
1 in 652,800

UPC: 617189024309

PULL GAME: _____

BIN#: _____

2nd DISPLAY: _____

VENDING: _____

NOTES: _____

_____

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 their odds of winning might be greater with a full pack than from purchasing a variety of tickets.
- Some players might like to use full packs 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

TICKET	PLAYER FULL-PACK PRICE	FULL-PACK TICKET 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
$2	$200	100	$10
$1	$200	200	$10

If you have additional questions, contact your sales representative.