

Arizona Lottery™ GIVES BACK

WHEN YOU SELL, ARIZONA WINS

With the help of retailers like you, the Arizona Lottery is proud to support economic development across the state through ticket sales, including programs that bolster entrepreneurs and promote rural enterprises. In partnership with organizations like Local First Arizona, the Arizona Lottery is helping to attract and expand local businesses and core industries to create a more diverse, inclusive, and prosperous Arizona. Together, we can create more jobs and build opportunities for all.

When you sell Lottery tickets, Arizona wins.

RETAILER OF THE QUARTER— FY24 QUARTER 3

The Arizona Lottery recognizes **Chevron at 35th Avenue and Camelback** for their hard work and dedication to selling Lottery with sales up 63.5% year over year.

“Claudia, the Manager, has done a fantastic job managing this store by making sure it is as clean as possible, plus she has the friendliest staff,” said Territory Manager Kevin. “I appreciate how Claudia and her staff represent the lottery and always look for ways to drive lottery sales, often suggesting a sale to customers.”



This Chevron’s impressive increase in sales can be attributed to the staff’s dedication to ensuring the in-counter dispenser is full, tickets are well-merchandised, and new games are activated and placed for sale as soon as they are received on the first Tuesday of each month. Great job, Claudia and the Chevron team! Keep up the excellent work.



THE REGISTER

- News For Retailers From The Arizona Lottery -

April - June 2024

CALENTE CASH

We’re kicking off the quarter with a promotion to help your sales go off the charts! From April 2 through June 30, players can enter the Caliente Cash Million Dollar Getaway Players Club promotion where 30 VIP winners plus a guest will win a once-in-a-lifetime trip to Miami, Florida, to experience Billboard Latin Music Week. Winners will get to attend musical performances from the hottest artists, where one Arizona Lottery player is guaranteed to win one million dollars!

Players can enter \$20+ Scratchers®, so make sure to stock player favorites like #1400 **\$230 Million CASH EXPLOSION**®, #1440 **500X Fortune**, and more! To help boost your Fast Play™ sales, the **\$5 Caliente Cash Fast Play** game will also be eligible for this promotion and will earn bonus entries! Upsell these games to help grow your sales.

All your shoppers have to do is enter eligible tickets into their Players Club account at **AZPlayersClub.com** or on their Arizona Lottery app for a chance to win a five-day, four-night trip for two. Winners will experience:

- Chance to win \$1,000,000
- Private acoustic Latin music performance
- \$1,000 spending money
- Billboard Latin Music Awards VIP Access
- Billboard En Vivo Concert VIP seats



GAME	WINNING NUMBER	PRIZE
GAME 1	11	\$200
GAME 2	21	\$500
GAME 3	19	\$200
GAME 4	7	\$10,000
GAME 5	10	\$100
GAME 6	30	\$250
GAME 7	13	\$500

PHOENIX OFFICE
4740 E University Dr.
Phoenix, AZ 85034
480-921-4400

TUCSON OFFICE
2955 E. Grant Road
Tucson, AZ 85716
520-628-5107

PHOENIX SKY HARBOR OFFICE
Terminal 4 Baggage Claim
480-921-4424

KINGMAN OFFICE
3396 Stockton Hill Rd
Kingman, AZ 86409
928-753-8808

REPORT STOLEN TICKETS
833-731-3920

SCRATCHERS® HOTLINE
877-483-2445

TECHNICAL PROBLEMS AND SUPPLIES
877-896-5250

OTHER RESOURCES
ArizonaLottery.com/Retailers
Send suggestions and feedback to GrowYourSales@AZLottery.gov

Arizona Lottery

@AZLottery

AZLottery

Arizona Lottery



Must be 21 or older to purchase or redeem tickets. Overall odds vary by game. All sales are final. In accordance with ADA, these materials may be made available in an alternative format. Gambling problem? Call 1.800.NEXT STEP (1-800-639-8783). Please Play Responsibly™. Scratchers® is a registered service mark of the California Lottery. 'CASH EXPLOSION®' is a registered trademark of the Ohio Lottery Commission. © 2024 CATAN GmbH - CATAN, the CATAN logo, the "CATAN Sun," and the CATAN Brand Logo are trademark properties of CATAN GmbH (catan.com). All rights reserved. "Billboard Logo is a registered trademark of Billboard Media, LLC and is used with permission of the Arizona State Lottery. All rights reserved."

ON THE HORIZON

April, May, and June Ticket Lineup

Be on the lookout for these impressive games and remember to activate your Scratchers packs and place them for sale as soon as they arrive on the first Tuesday of the month:

- April:** 1448 Money Bags Scratchers \$1
1445 Unlock the Loot Scratchers \$3
1449 It's All Cash Scratchers \$5
165 Caliente Cash Fast Play \$5 — **A game to spice up your Fast Play sales**
1442 Triple Red 7's Scratchers \$10— **A player favorite with FREE marketing support**
- May:** 1447 CATAN® Scratchers \$5 — **A popular brand to help attract new customers**
1450 Bonus Bucks Scratchers \$10
166 Casino Royale Slots Fast Play \$20 — **A progressive game to appeal to casino-goers**
- June:** 1446 Double Dollars Scratchers \$2
1452 Cash Plus Scratchers \$5
1451 Spicy Hot Cash Scratchers \$10
1455 Million Dollar Crossword Scratchers \$30— **The biggest Crossword top prize**

RETAILER TIPS

Keeping your Lottery Monitor Visible Helps Your Sales

Please make sure your Lottery Monitor is visible to customers. In addition to displaying your customer's transaction, the marketing slide show helps your sales by recommending trending games and special promotions.

The Arizona Lottery actively monitors statewide game sales and refreshes the playlist with jackpot alerts, new games, and featured slides to help boost your sales. These slide show monitors help to increase awareness of games and grow sales across the retailer network.



YOUR LOTTERY ON DEMAND

gemRETAILER Portal

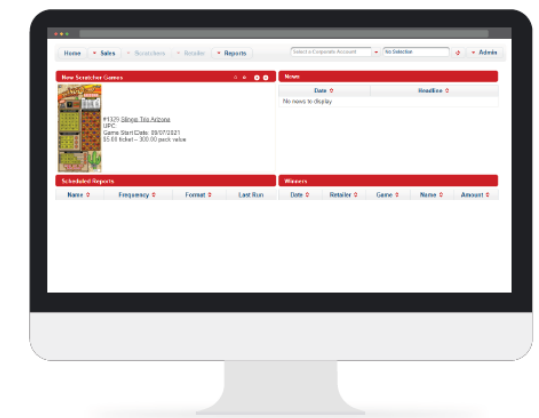
Arizona gemRetailer is a system giving you, our retail partner, access to information about your sales, games, Scratchers ticket inventory, and other important information about your account. The portal allows users to run reports in on-demand and scheduled modes. gemRetailer is a web-based system and must be accessed through an internet connection using a web browser. Recommended browsers are Microsoft® Internet Explorer 11, Mozilla Firefox®, and Google® Chrome.

Access the gemRetailer portal at: <https://azret.sgretilerportal.com>

User Name: Retailers: R + 5 digit license number (Ex: R32550)
Default Password: P@ss123

*Users will be prompted to change their password upon first login for security. The Home Dashboard Page is displayed after logging in to gemRetailer. You can navigate from the Home Dashboard page to the other pages within the portal, as authorized by your user ID.

Have questions? Reach out to your Territory Manager.



Arizona Lottery
**TRIPLE YOUR PRIZE
TRIPLE THE FUN!**
WIN UP TO \$100,000

BUY TODAY

SUPPORTING YOUR SALES

New Triple Red 7's Marketing Materials Hitting Stores In April

Triple Red 7's is a player favorite and a great game to generate incremental purchases. Currently sitting as the most popular \$10 Scratchers game, this new version of Triple Red 7's will move fast!

To support your sales, the Arizona Lottery is highlighting Triple Red 7's with additional paid advertising including in-store radio, check-out advertising, gas pump TV, gas pump toppers, ATM machine placement, shopping cart ads, shelf talkers, and more.

Make sure to **activate and stock** this game as soon as you receive your ticket orders.