

Arizona Lottery™
GIVES BACK

WHEN YOU SELL, ARIZONA WINS

The Arizona Lottery has a longstanding commitment to support programs that benefit the public, including those that support people experiencing homelessness. To date, the Arizona Lottery has raised more than \$15 million from ticket sales in support of homeless emergency programs, transitional shelters, and support services. This is all possible with the help of retailers like you!

In a continued effort to support those experiencing homelessness, the Arizona Lottery provided 550 new pairs of shoes for Central Arizona Shelter Services (CASS) clients in partnership with Soles 2 Souls, a teen-led non-profit that provides quality shoes to support safer pedestrian travel, especially during the summer.



RETAILER OF THE QUARTER— FY24 QUARTER 4

The Arizona Lottery recognizes **Butcher & Farmer Market** for its hard work and dedication to selling Lottery tickets. Located in a rural part of Buckeye, this retailer understands the importance of having the inventory customers are asking for. Out of stocks are consistently below the state average, holding at 1.46% for this fiscal year. Nick and Crystal prioritize the Lottery in their store and know the value of asking for the sale. It is because of Retailers like Butcher & Farmer Market that the Arizona Lottery continues to succeed year after year.

We look forward to additional great achievements from this retailer as sales continue to grow.

Thank you, Nick, Crystal, and all of the Butcher & Farmer Market Employees!



THE REGISTER

- News For Retailers From The Arizona Lottery -

July– August 2024

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



WOMEN IN COUNTRY \$500K GETAWAY

PLUS A PRIVATE CONCERT AT DOLLYWOOD WITH MARTINA McBRIDE

By selling Lady Luck Scratchers®, you can earn commission and bonuses on tickets sold. Arizona Lottery Players will love to play and enter the Women in Country \$500k Getaway, a once-in-a-lifetime trip to Dollywood for a private concert with Martina McBride and the chance to win \$500,000.

SELL TICKETS TODAY



AZPLAYERSCLUB.COM

OFFICIAL RULES AT AZPLAYERSCLUB.COM. 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) or text NEXTSTEP to 53342. Please Play Responsibly™. Scratchers® is a registered service mark of the California Lottery. Martina McBride's name and likeness is a registered trademark of Sharon's Rose Inc. Used under license. All rights reserved.



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.

ON THE HORIZON

July And August 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:

- July:** 1441 Double Bingo \$2
1453 Lady Luck \$10 — **A player favorite at a NEW price point plus FREE Marketing Support**
1459 \$500,000 Gold Rush \$20
- August:** 1456 Loteria Grande \$5 — **A popular game back in market**
1458 Lucky 10s \$10

SUPPORTING YOUR SALES

The Arizona Lottery Provides FREE Advertising For Major Games



The Arizona Lottery provides free advertising support for major games entering the market through statewide media campaigns. This fiscal year, the Arizona Lottery is deploying an always-on Scratchers advertising strategy to support game launches, promotions, and high-tier ticket sales throughout the year. So keep your tickets well stocked and make sure your customers join in on all the excitement the Arizona Lottery has to offer.

Each quarter the Arizona Lottery will host a marquee promotion, which includes major prizes like VIP trips, huge cash prizes, and more. Each quarter, these campaigns will be fully supported with television ads, radio ads, billboard, digital ads, and more. You can rest assured knowing that your customers are aware of the Arizona Lottery's latest offerings. Up first, from **July through September is the Lady Luck Women in Country Music Promotion.**

Additionally, **on a three-month rotation**, the Arizona Lottery will help stores generate awareness of specific high-tier games at \$20 and above, with the support of an ongoing \$500K Giveaway—an exclusive promotion where players can enter a specific high-tier game into the Players Club to earn entries for a chance to win \$500,000. Up first, from **June through August is the \$30 Million Dollar Crossword**, which will also receive retail, digital, and billboard support.

RETAILER TIPS

Understanding The Arizona Lottery Players Club Adds Value

Have you ever wondered why a player wants their tickets back?

Each Arizona Lottery ticket holds additional value in our loyalty program. Whether a ticket is a winner or non-winner, each can be entered into the Players Club, and those tickets earn points. Points can then be redeemed for entries into drawings for cash prizes, VIP experiences, and more. Players are entitled to receive any ticket back if requested, and the Lottery does not require a retailer to keep validated tickets for any reason. So, if a player wants their validated ticket back, make sure to remind them to scan it in the app so they receive their points as you hand the ticket back to them.

Knowing the Players Club promotions helps you anticipate which tickets your customers will be looking for. Look for the LIM slides that provide information, sign up for the Players Club on your phone, and enable push notifications so you don't miss a thing!

If you have any questions, ask your Territory Manager for more details.



WELCOME TO THE ARIZONA LOTTERY TEAM

Join us in Welcoming the New Arizona Lottery's Chief Sales Officer!

We are excited to announce that Tonya Beenders will join the Arizona Lottery team as the Chief Sales Officer on July 1st, 2024.

Tonya brings with her an impressive background in the lottery industry and sales that will add great value to our sales, distribution and overall operations with our retail network. Prior to coming to Arizona, she served as the Chief Sales Officer for the Missouri Lottery, where she first started as a sales representative and built her 37+ year career in the lottery industry. In her new role with the Arizona Lottery, Tonya will be focused on growing sales, developing strong retail relationships, streamlining sales and distribution processes, supporting retail equipment optimization efforts, and, most importantly, supporting our sales team.

The experience Tonya is bringing to us in Arizona is sure to benefit not just the lottery but also our retail partners like you.

