# Arizona Cittery GIVES BACK



# THE REGISTER

- News For Retailers From The Arizona Lottery -

July- August 2024

# 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!

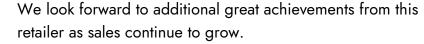


In a continued effort to support those experiencing homelessness, the Arizona Lottery provided 550 new pairs of

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.



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





Phoenix, AZ 85034 480-921-4400 **TUCSON OFFICE** 2955 E. Grant Road Tucson. AZ 85716

PHOENIX SKY HARBOR OFFICE

Terminal 4 Baggage Claim 480-921-4424

#### KINGMAN OFFICE

520-628-5107

**PHOENIX OFFICE** 

4740 E University Dr.

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

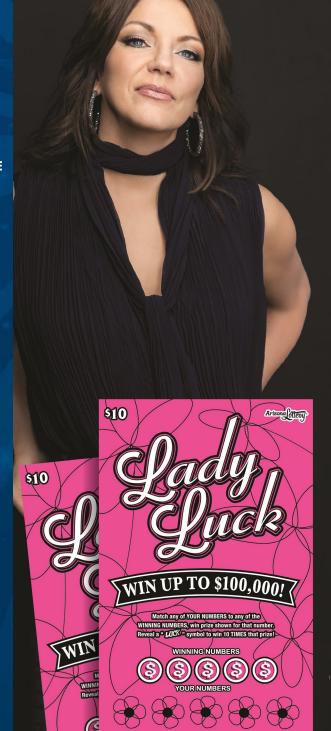
GrowYourSales@AZLottery.gov







Arizona Lottery



# Arizona ollew

# **WOMEN IN COUNTRY**

**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** 

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.ŃEXT 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. Point 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.

