

July 2024

playbook

A Sales Guide for Virginia Lottery Retailers

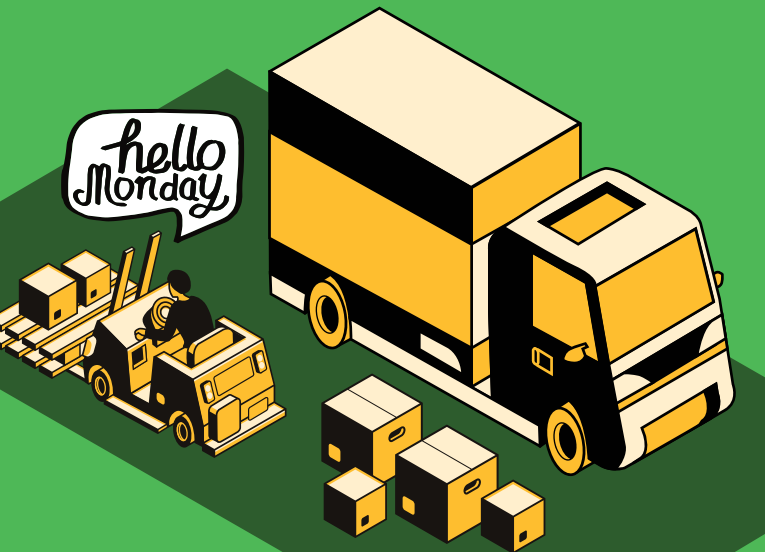


NEW GAMES COMING SOON

The use of Olympic Marks, Terminology and Imagery is authorized by the U.S. Olympic & Paralympic Committee pursuant to Title 36 U.S. Code Section 220506

Exciting change to new Scratcher delivery schedule!

Starting on July 1, new Scratchers will be delivered on the Monday before launch day. Retailers will be responsible for confirming new Scratchers on the Monday before launch day and then activating and putting them out for sale on Tuesday (launch day). Contact your sales representative if you have any questions.



GAME SPOTLIGHT

TEAM USA SCRATCHER AND ONLINE GAME!

Celebrate the upcoming Olympics with the TEAM USA Scratcher and online game! Both new games launch on July 2. In the Scratcher, a player tries to reveal a match between any of the Your Numbers and either Winning Number. If a winning match includes a bronze, silver or gold medal, the prize is multiplied. The TEAM USA Scratcher gives a player the chance to win up to \$30,000!

If a player purchases the Scratcher, the player will see a special online offer on the back of the ticket that gives the player the chance to get 25 free games of the online game with the player's first deposit at valottery.com or in the Lottery app. The promo code for the offer is valid for one use per Virginia Lottery account.

For odds, game, and prize information, visit the Virginia Lottery app or valottery.com. The use of Olympic Marks, Terminology and Imagery is authorized by the U.S. Olympic & Paralympic Committee pursuant to Title 36 U.S. Code Section 220506

VIRGINIA LOTTERY REWARDS

Virginia Lottery Rewards launched on June 3, 2024. Players can earn points for any product purchased at retail or online, and the points are redeemable for free play (at retail or online) or for drawing entries. See below for how the program works.

HOW CAN PLAYERS EARN POINTS?

- Purchase any Virginia Lottery game.
- Register for a Virginia Lottery account.
- Opt-in for promotional emails.
- Download the Virginia Lottery mobile app.
- Make a first-time deposit.
- Celebrate a milestone such as a player's birthday or anniversary of joining Virginia Lottery Rewards.

WHAT ARE THE POINT VALUES?

- Any retail game: Players will earn 5 points for every \$1 spent.
- Any online draw game: Players will earn 5 points for every \$1 spent.
- Any online instant game: Players will earn 1 point for every \$1 spent.
- Account Registration: 100 points (All currently registered players who accept the new Terms & Conditions will receive these initial points).
- Opt-in for promotional emails: 40 points.
- Download the Lottery app: 75 points.
- First-time deposit: 60 points.
- Birthday: 20 points

HOW CAN PLAYERS REDEEM POINTS?

Players can redeem points for free play at retail or online and/or for drawing entries.

- Retail = 250 points for a \$1 Lottery Vending Machine credit.
- Online = 250 points for a \$1 online credit.
- Drawing entries = 20 points per entry. Players can enter as many times/as many drawings as they want if they have enough points for the desired number of entries.

WHAT ARE THE RULES FOR POINTS?

- The maximum number of points a player can earn each month is 10,000.
- The maximum number of points a player can redeem on free play (retail and/or online) each month is 5,000.
- There is no limit on the number of points that can be redeemed for drawing entries.

HOW DOES THE PROGRAM BENEFIT RETAILERS?

- Players can buy their favorite games at retail and earn points, which could drive players to purchase more tickets at retail.
- More players might consider downloading the Virginia Lottery mobile app, which helps them locate retailers close to them and check their tickets to see if they've won. Having the app makes retailer locations easier to find and could limit retailer lines that could arise from players wanting to check whether their ticket is a winner.
- More program-related promotions that could increase foot traffic.

For more information about Virginia Lottery Rewards, contact your sales representative.



NEW GAMES EVERY TUESDAY.

SCRATCHERS. PRINT 'N PLAY. ONLINE GAMES.

JULY 2024 LAUNCH SCHEDULE

JULY 2 – New Scratchers | Online Game: TEAM USA

JULY 9 – Online Game: Diner Dollars

JULY 16 – Print 'n Play: Bullseye Bucks

JULY 23 – Online Game: Campout Cash

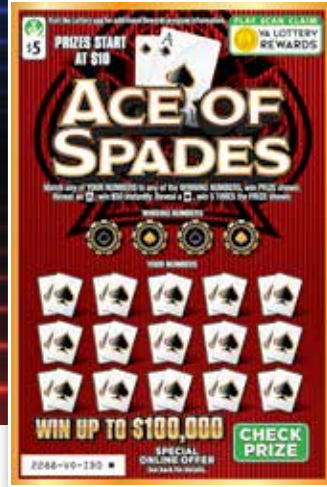
JULY 30 – Online Game: Treasure Tomb
Online Game: Prospector's Gold Rush

If you have any questions about new games launching each Tuesday, contact your Virginia Lottery sales representative.

For odds, game, and prize information, visit the Virginia Lottery app or valottery.com.
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NEW SCRATCHERS LAUNCHING JULY 2



\$1

**#2287
Cash Shark**

Cash Shark is a dive into fun! Cash Shark gives a player the chance to win up to \$1,000!

TICKET SIZE: 4" X 3"

**TOP PRIZE ODDS:
1 in 612,000**

UPC: 617189022879

PULL GAME: _____
BIN #: _____
2nd DISPLAY: _____
VENDING: _____
NOTES: _____

\$2

**#2282
TEAM USA**

If a player reveals a winning match that includes a medal shown in the Multiplier Legend, the player's prize is multiplied by the multiplier shown for that medal.

TICKET SIZE: 4" X 4"

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

UPC: 617189022824

PULL GAME: _____
BIN #: _____
2nd DISPLAY: _____
VENDING: _____
NOTES: _____

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\$5

**#2288
Ace of Spades**

If a player reveals a Spade, the player wins five times the prize shown!

TICKET SIZE: 4" X 6"

**TOP PRIZE ODDS:
1 in 856,800**

UPC: 617189022886

PULL GAME: _____
BIN #: _____
2nd DISPLAY: _____
VENDING: _____
NOTES: _____

\$20

**#2285
Diamond Spectacular**

If a player reveals a 20X, the player wins 20 times the prize shown. Diamond Spectacular gives a player the chance to win up to \$1,000,000*!

TICKET SIZE: 4" X 10"

**TOP PRIZE ODDS:
1 in 612,000**

UPC: 617189022855

PULL GAME: _____
BIN #: _____
2nd DISPLAY: _____
VENDING: _____
NOTES: _____

*All \$1,000,000 prizes will be paid in annual installments for 30 years. Cash value = \$500,000.

January

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

FULL PACKS CAN BE SOLD ALL YEAR!

You don't have to wait for the holiday season to sell full packs of Scratchers.

July

S	M	T	W	T	F	S
	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Full packs of Scratchers are available for player purchase all year! When selling a full pack or packs, the retailer must ensure players have 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 are 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 to minors.
- Players are not able to purchase full packs from the Lottery Vending Machine or from retailers that sell through vending only, so retailers that sell full packs at their 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 generates a selling bonus.
- Full-pack sales help you move toward your Statewide Incentive Goal; if you meet that goal, you'll get rewarded via more commission and/or incentive money.
 - Increased sales could translate to increased cashing commission.

Reference Chart for Player Full-Pack Pricing

SINGLE TICKET PRICE	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
\$3	\$300	100	\$15
\$2	\$200	100	\$10
\$1	\$200	200	\$10

If you have additional questions, contact your sales representative.

February

S	M	T
29	28	27
5	6	7
12	13	14
19	20	21
26	27	28

March

S	M	T
5	6	7
12	13	14
19	20	21
26	27	28

April

S	M	T
26	27	28
2	3	4
9	10	11
16	17	18
23	24	25
30	1	2

May

S	M	T	W	T	F	S
29	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

June

S	M	T	W	T	F	S
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

August

T	F	S
3	4	5
10	11	12
17	18	19
24	25	26
31	1	2

September

T	F	S
1	2	3
7	8	9
14	15	16
21	22	23
28	29	30

October

T	F	S
12	13	14
19	20	21
26	27	28
30	31	

November

S	M	T	W	T	F	S
	5	6	7	8	9	10
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

December

S	M	T	W	T	F	S
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						