

retailer reminder

Players can bring printed or digital coupons to retail to redeem for free tickets. Below are the steps to validate coupons.

September 2024

playbook

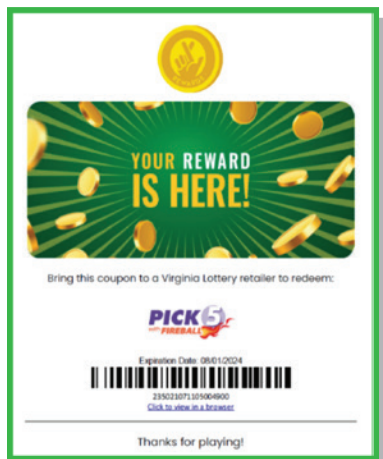
A Sales Guide for Virginia Lottery Retailers



1. First, select the **Online/Instant Functions** button located on the left side of the terminal screen.



2. Then, select the **Coupons** button.



3. Scan the barcode or manually enter the 13-digit code on the coupon.

4. Select **Send**.

5. The ticket will print.



NEW GAMES EVERY TUESDAY.

SEPTEMBER 2024 LAUNCH SCHEDULE

- SEPTEMBER 3 – New Scratchers
- SEPTEMBER 10 – Online Game: Robin Hood
- SEPTEMBER 17 – Print 'n Play: Easy Bingo
- SEPTEMBER 24 – Online Game: Secrets of the Siren

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.

SCRATCHERS.
PRINT 'N PLAY.
ONLINE GAMES.

NEW GAMES COMING SOON

\$5K GIVEAWAY

From **September 23 through October 6**, players who purchase a Pick 3 with FIREBALL, Pick 4 with FIREBALL and Pick 5 with FIREBALL ticket* can submit the tickets (winning or nonwinning) to get a drawing entry for a chance to win up to \$5,000!

The tickets must be submitted online or in the Virginia Lottery app via the player's Virginia Lottery account. Each time a player submits tickets of all three games, the player will get one drawing entry. Players do not have to submit a ticket of each game all at the same time. Once a ticket of each game has been submitted, the player will get one entry. Tickets purchased at retail or online are eligible for submission. Only tickets purchased during the promotional period (September 23, 2024, through October 6, 2024) are eligible for submission.

**In the drawing, three players each will win \$5,000,
four players each will win \$4,000,
and five players each will win \$3,000.**

**The submission deadline is 11:59:59 p.m. ET on October 6, 2024.
The drawing will take place on October 9, 2024.**

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

*The purchase of the FIREBALL add-on is not required for the ticket to be eligible for submission.



THE BREAK II

RETAILER INCENTIVE

September 2024 – June 2025

Break the Bank II is here in FY25! It's a chance to get rewarded for meeting or exceeding your Scratcher sales goal!

Earn \$250 when you hit your Scratcher sales goal plus additional commission on every dollar over your Scratcher sales goal!

OR

**\$250 or
2.5% extra**

(whichever is greater)!

If you meet or exceed your Scratcher sales goal by up to 4.99%, earn \$250 or 2.5% additional commission on every dollar over your Scratcher sales goal! You will receive whichever amount is greater.

**\$250 or
5% extra**

(whichever is greater)!

If you exceed your Scratcher sales goal by 5% or more, earn \$250 or 5% additional commission on every dollar over your Scratcher sales goal! You will receive whichever amount is greater.

FIRST PERIOD: July 1, 2024, through September 30, 2024

P1 **BREAK THE BANK II** \$
SCRATCHER SALES GOAL:

ELIGIBILITY REQUIREMENTS

- Activate and put out for sale at least one pack of each new Scratcher within the first two days of launch.
- Remain in Active status throughout the incentive period.
- Maintain a combined out-of-stock and out-of-service rate of less than 4%.
- No more than one (1) NSF during the current incentive period and the previous rolling 6-month period.

RETAILER BEST PRACTICES

- Activate and put out for sale at least one pack of each new Scratcher within the first two days of launch.
- Promote suggestive selling.
- Promote the Virginia Lottery mobile app for its player and retailer benefits that include:
 - Ticket checker in the app
 - Check winning numbers
 - Create digital playslips
 - Deposit prizes up to \$5,000 into a player's online player wallet
- Minimize out-of-stocks.
- Cash winning tickets for prizes up to \$600.
- Display winner-awareness materials in your store.
- Maximize visibility of ticket displays, Lottery equipment and point-of-sale advertising.

Questions? Contact your Virginia Lottery sales representative for more information.

NEW SCRATCHERS LAUNCHING SEPTEMBER 3



\$1

#2295

Bursting with \$50s

If a player matches any of the Your Numbers to the Winning Number, the player wins the prize shown. If a player reveals a Money Bag, the player wins the prize shown.

TICKET SIZE: 4" X 3"

TOP PRIZE ODDS:
1 in 408

UPC: 617189022954

PULL GAME: _____

BIN #: _____

2nd DISPLAY: _____

VENDING: _____

NOTES: _____

\$2

#2296

Bursting with \$100s

If a player matches any of the Your Numbers to either Winning Number, the player wins the prize shown. If a player reveals a 2X, the player wins two times the prize shown.

TICKET SIZE: 4" X 4"

TOP PRIZE ODDS:
1 in 204

UPC: 617189022961

PULL GAME: _____

BIN #: _____

2nd DISPLAY: _____

VENDING: _____

NOTES: _____

\$5

#2297

Bursting with \$250s

If a player reveals a 5X, the player wins five times the prize shown. If a player reveals a Win \$250 Starburst, the player wins \$250 instantly.

TICKET SIZE: 4" X 6"

TOP PRIZE ODDS:
1 in 204

UPC: 617189022978

PULL GAME: _____

BIN #: _____

2nd DISPLAY: _____

VENDING: _____

NOTES: _____

\$20

#2299

Bursting with \$2,000s

If a player reveals a 5X, the player wins five times the prize shown. If a player reveals a 10X, the player wins 10 times the prize shown. If a player reveals a Win \$2,000 Starburst, the player wins \$2,000 instantly.

TICKET SIZE: 4" X 10"

TOP PRIZE ODDS:
1 in 360

UPC: 617189022992

PULL GAME: _____

BIN #: _____

2nd DISPLAY: _____

VENDING: _____

NOTES: _____

\$30

#2300

Bursting with \$5,000s

If a player reveals a 10X, the player wins 10 times the prize shown. If a player reveals a 20X, the player wins 20 times the prize shown. If a player reveals a Win \$5,000 Starburst, the player wins \$5,000 instantly.

TICKET SIZE: 4" X 12"

TOP PRIZE ODDS:
1 in 456.04

UPC: 617189023005

PULL GAME: _____

BIN #: _____

2nd DISPLAY: _____

VENDING: _____

NOTES: _____

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 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 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 | 30 | 1 |
| 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 |
| 30 | 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 |
| 5 | 6 | 7 |
| 12 | 13 | 14 |
| 19 | 20 | 21 |
| 26 | 27 | 28 |
| 29 | 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 | | | | | | |