

playbook

April 2021

A Sales Guide for Virginia Lottery Retailers



SCRATCHERS LAUNCHING APRIL 6

PLACE OUT FOR SALE BY APRIL 8



Spring Spending Money

Every Tuesday in April, 25 winners each will win \$600!



- DRAWING 4-6
- DRAWING 4-13
- DRAWING 4-20
- DRAWING 4-27

**Odds of winning any prize in the eXTRA Chances promotion depend on total number of entries received.*



YOU SELL, WE PAY INCENTIVE!

MARCH 2021-JUNE 2021

Retailers can earn as much as 8% commission each month by activating at least one (1) pack of each new game launched and putting it out for sale on Day 1, or 7% on Day 2 or 6% on Day 3. All retailers can qualify to earn 6% commission on each new game pack activated through the incentive end date.

How to Qualify

- Activate and put out for sale at least one (1) pack of each new game that launches between March and June within the first three (3) days of the monthly launch date. Maintain the minimum number of unique games each month for the following price points:

3 UNIQUE
\$30 GAMES

5 UNIQUE
\$20 GAMES

6 UNIQUE
\$10 GAMES

- Retailers must be and remain in active status each month to be eligible.
- Retailers can qualify for all, none or any combination of months in which they meet the qualifiers. Every month is treated individually.

2021 INCENTIVE MONTH	NEW GAME LAUNCH DAY 1 Packs activated on this date earn an additional 3%.	NEW GAME LAUNCH DAY 2 Packs activated on this date earn an additional 2%.	NEW GAME LAUNCH DAY 3 Packs activated on this date earn an additional 1%.	Stores will continue to earn an additional 1%, after their activation-date bonus, through the date below.
March	3/2/2021	3/3/2021	3/4/2021	3/13/2021
April	4/6/2021	4/7/2021	4/8/2021	4/17/2021
May	5/4/2021	5/5/2021	5/6/2021	5/15/2021

Retailers will only earn the initial, additional 3%, 2% or 1% bonus based on if they activate on Day 1, Day 2 or Day 3. Retailers will earn an extra 1% through the end of the monthly promotional payout period listed in the table above.

**Payouts are made via EFT the following month.*

New Print 'n Play Games!

LAUNCHING APRIL 4

NEW GAME	REPLACES	PRICE	TOP PRIZE	OVERALL ODDS	TOP PRIZE ODDS
print 'n play bullseye bingo	print 'n play bonus bingo	\$2	\$10,000	1 in 4.41	1 in 240,000
print 'n play rockin' bingo	print 'n play hot 'n spicy bingo	\$3	\$20,000	1 in 3.77	1 in 280,000
print 'n play lucky bingo	print 'n play safari bingo	\$5	\$40,000	1 in 3.19	1 in 340,000
print 'n play gold bar bingo	print 'n play high roller bingo	\$10	\$75,000	1 in 2.99	1 in 480,000
print 'n play money bag crossword	print 'n play lucky day crossword	\$2	\$10,000	1 in 4.60	1 in 240,000
print 'n play horoscope crossword	print 'n play lucky clover crossword	\$3	\$20,000	1 in 3.77	1 in 280,000
print 'n play extreme crossword	print 'n play lucky horseshoe crossword	\$5	\$40,000	1 in 3.21	1 in 340,000
print 'n play platinum crossword	print 'n play lucky star crossword	\$10	\$75,000	1 in 2.97	1 in 480,000
print 'n play blackjack classic	print 'n play blackjack showdown	\$2	\$30,000	1 in 4.61	1 in 240,000
print 'n play high stakes blackjack	print 'n play casino blackjack	\$5	\$50,000	1 in 4.23	1 in 480,000

SELLING TIPS TO HELP WITH PRINT 'N PLAY SALES!

- Let customers know when new Print 'n Play games launch.
- There are different price points players can play in Print 'n Play! Price points include \$2, \$3, \$5 and \$10.
- There is a bundle option offered when playing Print 'n Play Bingo or Crossword games. Players can purchase one ticket at each price point for \$20! In order to increase sales, make sure players are aware of this option.

print 'n play promotion

April 5–
April 30

Customers who purchase the new Print 'n Play \$10 Gold Bar Bingo game will receive a free \$5 Print 'n Play Rolling Jackpot ticket.*

*While supplies last. Odds of winning the Print 'n Play Rolling Jackpot top prize: 1 in 240,000.

The image shows two lottery tickets. The left ticket is for 'print 'n play gold bar bingo' with a price of \$10. It includes a 5x5 bingo card with numbers: 05, 26, 44, 57, 71; 01, 30, 40, 51, 65; 08, 22, 47, 62; 02, 18, 38, 59, 73; 11, 34, 48, 69. The right ticket is for 'print 'n play rolling jackpot' with a price of \$5. It includes a 5x5 bingo card with symbols: SPIN 1 (BAR, grapes, grapes, grapes, grapes); SPIN 2 (diamond, grapes, grapes, grapes, grapes); SPIN 3 (diamond, grapes, grapes, grapes, grapes); SPIN 4 (grapes, grapes, grapes, grapes, grapes); SPIN 5 (BAR, grapes, grapes, grapes, grapes); SPIN 6 (grapes, grapes, grapes, grapes, grapes); SPIN 7 (grapes, grapes, grapes, grapes, grapes); SPIN 8 (grapes, grapes, grapes, grapes, grapes).

print 'n play rolling jackpot

Charlotte H. from Axton, Va.,
won \$26,210 on a ticket that she
purchased at Eastwood General Store!

*Odds of winning the Print 'n Play Rolling Jackpot top prize: 1 in 240,000.



Security Corner

It is against the law for you to sell Lottery tickets (or Online Cash vouchers) to any customers under the age of 18.

The Times

Important Change!

RETAILER NEWS!

**Starting
July 1, 2021,
the annual
licensing fee
will be \$70
per location.
Stay tuned for
more details.**

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SCRATCHERS AVAILABLE APRIL 6

PLEASE ACTIVATE AND PLACE OUT FOR SALE BY APRIL 8

NEW SCRATCHER TUESDAYS ON FACEBOOK:

Tell your players to check out our Facebook page the first Tuesday of each month for a chance to win a prize pack!



\$1

#2078 POCKET CHANGE

KEY SELLING POINT:
Easy to play! If the revealed coins on the ticket add up to more than \$1, the player wins the prize shown!

TOP PRIZE ODDS:
1 in 12,240

UPC: 617189020783

PULL GAME: _____

BIN #: _____

2nd DISPLAY: _____

VENDING: _____

NOTES: _____

\$3

#1949 DOUBLE DOLLAR BINGO

KEY SELLING POINT:
Money-themed bingo game that features the chance to win up to \$60,000!

TOP PRIZE ODDS:
1 in 816,000

UPC: 617189019497

PULL GAME: _____

BIN #: _____

2nd DISPLAY: _____

VENDING: _____

NOTES: _____

\$5

#2060 CASH BONUS

KEY SELLING POINT:
Extra play value with two bonus games on the back of the ticket. A player could win up to \$250,000 playing this Scratcher!

TOP PRIZE ODDS:
1 in 1,530,000

UPC: 617189020608

PULL GAME: _____

BIN #: _____

2nd DISPLAY: _____

VENDING: _____

NOTES: _____

\$10

#2094 \$50,000,000 MEGA BLOWOUT

KEY SELLING POINT:
Blowout is back with over \$50,000,000 in prizes in the entire game. Prizes start at \$50!

TOP PRIZE ODDS:
1 in 1,530

UPC: 617189020943

PULL GAME: _____

BIN #: _____

2nd DISPLAY: _____

VENDING: _____

NOTES: _____
