

March 2021

# playbook

A Sales Guide for Virginia Lottery Retailers

**Common WEALTH**  
WIN UP TO \$1,000,000\*!

Each game plays separately.

**BONUS GAME**  
Reveal a win \$50 instantly!

Reveal 3 identical amounts, win that amount.  
Reveal 4 identical amounts, win DOUBLE that amount!

Reveal a win PRIZE shown instantly!  
Reveal a win DOUBLE the PRIZE shown!

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win PRIZE shown.  
Reveal a win PRIZE shown instantly! Reveal a win 5 TIMES the PRIZE shown.  
Reveal a win 10 TIMES the PRIZE shown!

**WINNING NUMBERS**

**YOUR NUMBERS**

CHECK PRIZE

**LOADED WITH \$200 AND \$500 PRIZES!**

2089-V0-100

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

**LUCKY BREAK**  
WIN UP TO \$170,000!

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win PRIZE shown. Reveal a win PRIZE shown instantly. Reveal a win DOUBLE the PRIZE shown!

**WINNING NUMBERS**

**YOUR NUMBERS**

**LUCKY BONUS**  
Reveal a win PRIZE shown.

**DOUBLE MATCH**  
WIN UP TO \$20,000!

Match any of YOUR NUMBERS to either WINNING NUMBER, win PRIZE shown.

Match 3 like prize amounts in YOUR NUMBERS, win that amount.

**WINNING NUMBERS**

**YOUR NUMBERS**

CHECK PRIZE

2073-V0-100

**SCRATCHERS LAUNCHING MARCH 2** | PLACE OUT FOR SALE BY MARCH 4

# eXTRA chances Home Improvement



Every Tuesday in March, 15 winners each week will win either a \$1,000 Lowe's® gift card or \$1,000 The Home Depot® gift card!

DRAWING

**3-2**

DRAWING

**3-9**

DRAWING

**3-16**

DRAWING

**3-23**

DRAWING

**3-30**

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

# PICK 3

## A NEW WAY TO WIN PICK 3 IS COMING THIS SPRING!

As we prepare for the introduction of the new way to win, the Multi-Draw and Future Play options will decrease after each draw beginning February 1, 2021.

# YOU SELL, WE PAY INCENTIVE!

JANUARY 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 January and June within the first three (3) days of the monthly launch. 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 number 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 day earn an additional 3%.	NEW GAME LAUNCH DAY 2 Packs activated on this day earn an additional 2%.	NEW GAME LAUNCH DAY 3 Packs activated on this day earn an additional 1%.	Stores will continue to earn an additional 1%, after their activation date bonus, through the date below.
January	1/5/2021	1/6/2021	1/7/2021	1/16/2021
February	2/2/2021	2/3/2021	2/4/2021	2/13/2021
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 which of the first three days they activate *plus* the additional 1% through the end of the monthly promotional payout period listed in the table above.

\*Payouts are made via EFT the following month.



## OFFERS A SECOND CHANCE AT WEALTH!

**Commonwealth is a \$30 Scratcher that celebrates Virginia. The game is loaded with \$200 and \$500 prizes, and players could win up to \$1,000,000\* playing Commonwealth!**

*Even if a player doesn't win on the Scratcher, the player still has a chance to win wealth!*

*Each Commonwealth Scratcher has a 2nd Chance code that can be entered online (if the Scratcher itself is non-winning) to get entries into one of four separate drawings. There will be one winner in each drawing. Since Commonwealth is a \$30 Scratcher, each non-winning Commonwealth Scratcher entered gets you 30 drawing entries. The grand-prize drawing is for \$1,000,000\*\*!*

— Visit [valottery.com/wealth](http://valottery.com/wealth) for promotion details. —

\*These prizes will be paid in annual installments for 30 years. Cash value: \$640,205. \*\*This prize will be paid in annual installments for 30 years.

Odds of winning the top prize in Commonwealth: 1 in 1,060,800. Odds of winning in the Commonwealth 2nd Chance promotion depend on the number of entries received.



# playresponsibly

Virginia Problem Gambling Helpline: 1-888-532-3500

## March is National Problem Gambling Awareness Month

Problem gambling awareness is a priority for the Virginia Lottery every day. That is particularly true during March, which is National Problem Gambling Awareness Month. March is often when we unveil new assets and initiatives for employees, retailers and players. The Virginia Lottery is working to become a leader among lotteries in problem gambling awareness. It's a vital part of what we do.

**Please help us maintain our commitment by doing the following:**

Keep the Play Responsibly brochures handy in case players ask you questions.



Use the Play Responsibly button on the Lottery Vending Machine and terminal when necessary.



## Security Corner

You may not take orders for tickets over the phone. All Lottery transactions must be in person using only cash or debit card.

# SCRATCHERS AVAILABLE MARCH 2

PLEASE ACTIVATE AND PLACE OUT FOR SALE BY MARCH 4

**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!



**\$2**

#2073  
**DOUBLE MATCH**

**KEY SELLING FEATURE:** This game is easy to play and has two ways to win!

**TOP PRIZE ODDS:** 1 in 1,142,400

**UPC:** 617189020738

PULL GAME: \_\_\_\_\_

BIN #: \_\_\_\_\_

2nd DISPLAY: \_\_\_\_\_

VENDING: \_\_\_\_\_

NOTES: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



**\$5**

#2070  
**LUCKY BREAK**

**KEY SELLING FEATURE:** Each ticket has 16 chances to win!

**TOP PRIZE ODDS:** 1 in 1,530,000

**UPC:** 617189020707

PULL GAME: \_\_\_\_\_

BIN #: \_\_\_\_\_

2nd DISPLAY: \_\_\_\_\_

VENDING: \_\_\_\_\_

NOTES: \_\_\_\_\_

\_\_\_\_\_



**\$30**

#2089  
**COMMONWEALTH**

**TOP PRIZE ODDS:** 1 in 1,060,800

**UPC:** 617189020899

PULL GAME: \_\_\_\_\_ BIN #: \_\_\_\_\_ 2nd DISPLAY: \_\_\_\_\_ VENDING: \_\_\_\_\_ NOTES: \_\_\_\_\_