



May 2024

Retailer Playbook

Volume 12 • Issue 5

NEW GAMES!

Win up to
\$100,000



ON SALE **MAY 7**

Fast Play

See back cover for new games!

ALL FAST PLAY GAMES AVAILABLE MAY 19

\$5 Linked Wins #2541

- Estimated Overall Odds: 1 in 3.82
- Win up to \$100,000!
- Win up to 10X your prize with Linked Wins
- 20 chances to win
- Ticket length: 8"
- Pack size: 100



\$1 Hot 100s #2536

- Estimated Overall Odds: 1 in 4.57
- Win up to \$1,000!
- Loaded with \$100 prizes
- **Ticket length: 3"**
- Pack size: 200



MAY PROMOTIONAL TOWER

Use a Promotional Tower to Maximize Commissions

Maintain the games in your tower to promote the following Cash Blitz Scratch-offs:

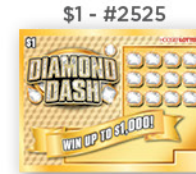
- \$1 \$20 Cash Blitz
- \$2 \$50 Cash Blitz
- \$5 \$200 Cash Blitz
- \$10 \$500 Cash Blitz

Place the tower, containing product, near the bin set in the transaction area, closest to the primary register to:

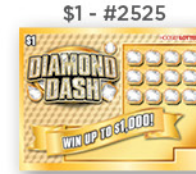
- Attract new players
- Encourage existing players to try new price points



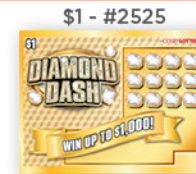
Never leave bins empty. Please call 1-800-955-6886 (option 3, option 2) if you need more tickets.



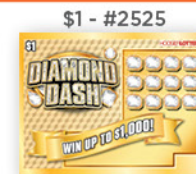
44
Bin Set



40
Bin Set



36
&
32
Bin Sets



28 & 24
Bin Sets and
Self-Service
Machines

Customer Service Numbers

Hotline	1-800-955-6886
Ticket Orders	Option 3 - Option 2
Terminal Problems or Tech Support	Option 3 - Option 1 - Option 1
Gemini, ITVM, GT20, GT28	Option 3 - Option 1 - Option 2
Paper Stock	Option 3 - Option 1 - Option 2

Accounting	Option 3 - Option 5
Licensing	Option 3 - Option 4
Security	Option 3 - Option 7
Regional Offices	Option 3 - Option 3
Draw Game Validations	Option 3 - Option 6

Between 8:00 a.m. and 12:00 a.m. (midnight), seven days a week.
Questions and Suggestions: info@HoosierLottery.com
 Visit HoosierLottery.com for more information.



Scratch-off Games Closing Notice

GAME NUMBER	GAME NAME	PRICE POINT	LAST RETURN DATE	LAST DATE FOR VALIDATIONS
2497	10X The Money	\$1	6/14/2024	12/11/2024
2456	Triple Golden Cherries	\$5	6/14/2024	12/11/2024

- **Last Return Date:** Last day inventory of a closing game can be returned through the Lottery terminal for retailer credit
- **Last Date for Validations:** Final day for winners to claim a prize on a closed game (180 days after the last return date)

All inventory of games listed in the above table should be given to your LSR for return processing before the displayed Last Return Date.

- *After the return date:*
 - Affected games/packs are no longer eligible for return
 - Any confirmed packs remaining in your location will be charged during the next invoicing period

Do you have inventory that needs to be returned? Here's how to find out:

- On the lottery terminal, print a **Pack Status Report** for each affected game by following the below steps:
 - Select "Scratch Function"
 - Select "Inventory Report"
 - Select "Pack Status" and enter the game number
- Print the report, and locate any listed packs

Note: Set aside all packs listed on the Pack Status Report for your LSR to return on their next visit.

Do I have a Scratch-off Order on the Way?

Check if Scratch-offs are on order by following the steps outlined below on the terminal.

Here are a few abbreviations that may be helpful to determine your inventory levels:

- **ISS (issued)** - The pack is en route to your location or has been delivered but needs to be confirmed on the terminal.
- **CON (confirmed)** - The pack has been confirmed. Ticket(s) should be in your back stock.
- **ACT (activated)** - The pack is active and out for sale.
 - May also mean the pack is sold-out but not yet settled.

1.) Select **Scratch Functions** in the lower left corner



2.) Select **Inventory Reports** in the lower right corner



3.) Select **Detailed Inventory** in the upper right corner



• **Detailed Inventory Report**



• **Printed Detailed Inventory Report (includes pack numbers)**



This report will show Scratch-off packs in ISS (issued), CON (confirmed), or ACT (activated) status.

If you do not see Scratch-off(s) that are needed, please call 1-800-955-6886, option 3 then option 2 to place a ticket order to keep inventory from running low.

Retailer Success: Marathon A&A Quick Stop

Sonny and Jolly Patel have been the successful owners of Marathon A&A Quick Stop for the past 21 years located on North Jefferson Street in Huntington.



Store Owners: Jolly and Sonny Patel

When Sonny and Jolly opened the previously closed Marathon, it was a typical neighborhood gas station. During this time, they decided to introduce the Hoosier Lottery within their offerings, and this simple decision helped transform the gas station into a unique local success story.

Sonny and Jolly focused on creating a welcoming environment for the customers. The friendly staff offered assistance and guidance to lottery players, ensuring a pleasant and informed shopping experience. This personal touch established trust and loyalty.

The gas station's strategic location made it a convenient place for purchasing lottery tickets, solidifying its reputation as the go-to spot for lottery, fuel, and snacks for gaming enthusiasts.

Sonny and Jolly constantly keep up with new promotions adding a touch of excitement for customers and participate in available promotions such as "Ask for the Sale" and Wheel Spins. This allows them to help the new players and maintain the good rapport with their loyal customers.

By boasting 64 Scratch-offs including the tower placed



Angie Harris, Relief Rep., recognizing a job well done by Owner, Sonny Patel.

in the action zone by the register, plus a Self-Service machine, they strive to offer customers a wide variety of options and cash all winning tickets up to \$599, with many players turning around and purchasing additional tickets before they leave the store. This has led to an increase in lottery sales annually. Total Scratch-off sales are up 21% with the \$50 and \$20 price points leading the way. This retailer always takes advice from their Instant Ticket Specialists on the phone to ensure correct inventory levels are available in the store.

The Self-Service machine is always in stock with taped Scratch-off packs together to reduce out of stocks which runs at 99.99% Full and Available. Sonny is at the store everyday interacting with his players and educating them on how to play the newest Fast Play games and Cash POP™. Sonny and his team collaborate with their Lottery Sales Representative, Leo Miller, to maximize sales using Lottery best practices such as debit acceptance with signage posted in the transaction zone and on the front door. This has been valuable since fewer customers carry cash. Merchandising Standards are in place creating ease to the player's shopping experience. Sonny displays a winner section updated weekly with 8.5"×11" posters and winner clouds, creating excitement for all players. Leo is always available to answer questions regarding lottery products, and aid in troubleshooting when it is needed.



A&A Quick Stop stands as a testament to Sonny and Jolly's hard work and commitment to creating a welcoming space for customers to purchase their lottery.

To learn more about Hoosier Lottery best practices as a path to sales growth, contact your LSR today!

PROUD TO SUPPORT INDIANA SINCE 1989

The month of May is a special time in Indiana as we welcome warmer temperatures and the Greatest Spectacle in Racing. For the Hoosier Lottery, this month gives us the chance to say thank you to our beneficiaries. It is the month which includes International Firefighters' Day (May 4), National Police Week (May 12-18) and Teacher Appreciation Week (May 6-10).

The Hoosier Lottery is honored to champion our Hoosier Heroes for their dedicated public service with the help of retail partners like you.

Since the sale of the first ticket in 1989, the Hoosier Lottery has provided more than \$7 billion to good causes as we dream of a Stronger, Safer, Smarter Indiana. Thanks to players and retailers, the Hoosier Lottery annually contributes \$30 million to the Teachers' Retirement Fund and \$30 million to local police and firefighters' pensions. Additionally, our proceeds are directed to the Lottery Surplus Fund, which is used to lower excise taxes by up to 50 percent for Hoosier vehicle owners.

Thank you to our retail partners for helping us support so many good causes across the state of Indiana.

Sarah M. Taylor, Executive Director, Hoosier Lottery

LEARN MORE HERE



SCAN ME



\$1.0 Billion

to the Teachers' Retirement Fund



\$820 Million

to local police and firefighters' pensions



\$5.5 Billion

to the Lottery Surplus Fund, used in part to lower excise taxes paid by Hoosier vehicle owners

HOOSIER HEROES/BENEFICIARIES



Marge M. spent the first 11 years of her career teaching children between kindergarten and eighth grade at schools in Indiana, Ohio and Illinois. Her family then settled in Perry Township on the south side of Indianapolis, where she taught first grade at Homecroft Elementary for 38 years.



Clifton D. worked as a firefighter in Fort Wayne for just over 20 years and retired as a lieutenant in 2022. Some of Clifton's fondest memories took place in the fire house. "It's truly a brotherhood and sisterhood," he said. "They truly become your second family. That's why it was easy to stick around for 20 years."



Dave W. retired after a 42-year career in law enforcement. In 1983, he attended the academy and accepted a position as Deputy Sheriff with the Vanderburgh County Sheriff's Office. Years later he was promoted to Chief Deputy and later successfully ran for Sheriff himself in the 2014 election. Throughout his career, Dave wore many hats and oversaw many different sections of the office. One of his favorite duties was working with the K-9 police dogs.

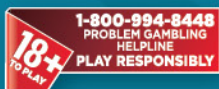
Be a Responsible Retailer: Help Your Customers Play Safe with These Useful Tools!

As you know, there are times when a customer might display signs of problem gambling. But don't worry, there are tools available to help them out. And as a retailer, you can be the one to point them in the right direction.

Here are some ways you can share the information with your customers:

- Share the Helpline at 1-800-994-8448
- Tell them to text INGAMB to 5334
- Encourage them to connect via the chat feature on HoosierLottery.com
- Guide them to check out additional tools and resources at HoosierLottery.com/PositivePlay

But the best way to share this information is by using the Problem Gambling Helpline button on your terminal. This button is exclusively for retailers and is carefully positioned away from commonly used sales buttons to prevent it from being accidentally pressed. When you press the button, a slip containing the Helpline contact information will print. You can discreetly hand over this slip to your customer when they make other purchases. Moreover, the Helpline contact information can also be found in our Responsible Gaming logo, printed on every Scratch-off, Draw, and Fast Play game we sell, as well as any promotional materials on display in your store. The Did You Know flyers, found where your playslips are housed, also contain Problem Gambling Helpline contact information. So, let's work together to promote responsible gaming and help our customers keep their play positive.



Gift Responsibly

Graduation season is here, and Hoosier Lottery Scratch-offs make excellent gifts for new graduates. However, it's important to gift responsibly. Lottery tickets should only be gifted to those over 18, and selling tickets to minors is against the law. As our retail partners, you play a critical role in preventing underage play. Please remember to engage with players and ensure that lottery tickets are only sold to adults. Check out our Positive Play webpage to learn more about preventing underage play.



18+
TO PLAY



Cancellable Draw Games

Did you know four Draw Games are able to be cancelled, *if* the cancellation is made **within 60 minutes** of the ticket printing?

Those games are:

- CA\$H 5 without EZmatch
- Daily 3
- Daily 4
- Quick Draw without EZmatch

How To Cancel Draw Game Tickets:

1. Hit the Cancel button on the home screen
2. Scan the ticket needing cancelled



Noncancellable Draw Games

Seven Draw Games are **NOT** able to be cancelled after the ticket prints. All times are ET. Included games are:

- **Cash POP™**
 - Sales cut-off times:
Morning – 9:20 AM
Matinee – 1:20 PM
Afternoon – 3:20 PM
Evening – 7:20 PM
Late Night – 11:20 PM
- **Cash4Life***
 - Sales cut-off time: 8:45 PM
- **CA\$H 5 with EZmatch**
 - Sales cut-off time: 10:39 PM
- **Hoosier Lotto***
 - Sales cut-off time: 10:39 PM
- **Mega Millions***
 - Sales cut-off time: 10:44 PM
- **Powerball***
 - Sales cut-off time: 9:58 PM
- **Quick Draw with EZmatch**
 - Sales cut-off times:
Midday – 1:10 PM
Evening – 10:39 PM

To avoid misprinted tickets, confirm the wager amount with the player and take their payment before printing Draw Game tickets. Any misprinted ticket that cannot be cancelled should be sold before the sales cutoff time (see above).

EXCLUSIVE myLOTTERY PROMOTIONS

Players can join myLOTTERY for FREE to get access to VIP experiences, FREE digital games, 2nd Chance promotions and so much more!
Encourage players to create an account and join today for FREE at [HoosierLottery.com/myLOTTERY](https://www.HoosierLottery.com/myLOTTERY)



Concert Flyaway

The Concert Flyaway promotion is back! This no purchase necessary promotion gives myLOTTERY members a chance to win two tickets to a concert in the US, plus travel and a Hoosier Lottery prize pack! Remind players that it's FREE to join myLOTTERY. Learn more at [HoosierLottery.com/Music](https://www.HoosierLottery.com/Music)
Promotion period: 4/14 – 6/17



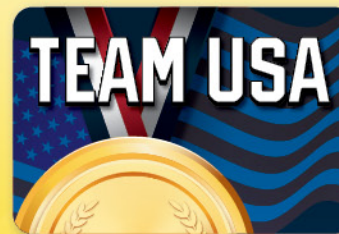
JAWS 2nd Chance

With the JAWS 2nd Chance promotion, players can take another bite at \$10,000! Remind players to sign-up for myLOTTERY for FREE and enter their eligible non-winning JAWS Scratch-offs into 2nd Chance. Also, encourage players to follow @HoosierLottery on social for additional opportunities to win JAWS-themed prize packs. Learn more at [HoosierLottery.com/JAWS](https://www.HoosierLottery.com/JAWS)
Promotion period: 4/2 – 8/26



Win a VIP trip to NASCAR Championship Weekend™

35 myLOTTERY winners will be selected in this no-purchase necessary promotion for a chance to win a VIP Trip to the NASCAR Cup Series Championship Race™ on Sunday, Nov. 10. Four finalists from the multi-state drawing will have a chance to win \$1 million! Encourage players to sign-up for myLOTTERY for FREE at [HoosierLottery.com/NASCAR](https://www.HoosierLottery.com/NASCAR)
Promotion period: 5/1 – 6/17



Team USA Fast Play 2nd Chance

myLOTTERY members can enter eligible non-winning \$5 Team USA Fast Play (launching 5/19) and \$2 Team USA Scratch-off (launching 6/4) tickets into the 2nd Chance promotion for a chance to win up to \$5,000! One Grand Prize winner will receive \$5,000, other winners will win \$2,500 or \$1,000. Encourage players to enter their tickets at [HoosierLottery.com/TeamUSA](https://www.HoosierLottery.com/TeamUSA)
Promotion period: 5/19 – 9/18



Learn more at [HoosierLottery.com/Promotions](https://www.HoosierLottery.com/Promotions)

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

IMAGINE THAT | 13

	Radio	Social Media	Outdoor
JAWS	✓	✓	✓

May Point of Sale

Scratch-offs

- Ticket Inserts
- Play Center Insert
- Dispenser Bridge Toppers
- ITVM Topper
- Change Mat

JAWS

- ITVM Merchandiser/On-counter
 - Merch Header
- Play Center Footer
- How to Play Tear Pad
- Wobbler
- Change Mat
- Entry Door Decal
- Standee
- Floor Talker

Cash POP™

- Entry Door Decal
- GEMINI Decal
- Glass Cling

Fast Play

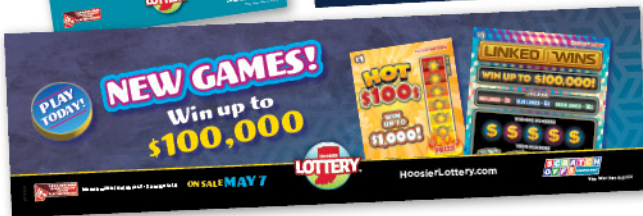
- Double-side Info Card
- ESMM Pulley
- Vending Card
- Lighted Bread Box Sign
- GEMINI Destination Insert
- Play Center Side Panel

myLOTTERY

- Play Center Flier

Beneficiary

- Play Center Insert
- ESMM Topper



Use this checklist to ensure that you have the correct pieces on display. Questions? Please contact your LSR. *Select retailers only. While supplies last.

24 Bin/Self-Service POG

The Hoosier Lottery requires all retailers who have a Self-Service machine to follow the 24-bin planogram. Self-Service equipment is a premium asset in high demand. Sales performance and planogram compliance are necessary to maximize revenue and maintain placement.

The below 24-bin planogram can be torn out and posted inside the Self-Service machine as a convenient reference.

Always adhere to the Scratch-off loading guidelines below, and do not load more than the recommended number of packs per price point.

Scratch-off Loading Guidelines for Self-Service Machines

Scratch-off Price Point	Maximum Number of Packs	Maximum Number of Tickets
\$50	4	60
\$30	4	80
\$20	4	120
\$10	3	150
\$5	2	200
\$3	2	200
\$2	2	200
\$1	2	400
\$1 (thin pack)	3	600

1. COLOSSAL CASH # 2522	2. CASH EXTRAVAGANZA # 2510	3. MEGA MONEY # 2462	4. 7 # 2476
5. Double DIAMOND Payout # 2506	6. RED HOT MILLIONS # 2478	7. LADY LUCK # 2535	8. POWER 20s # 2514
9. \$500,000 FORTUNE # 2505	10. INDIANA CASH BLOWOUT # 2529	11. CHROME # 2509	12. BONUS MULTIPLIER # 2524
13. \$500 CASH BLITZ # 2533	14. TITANIUM TRIPLER # 2534	15. LINKED (TWINS) # 2541	16. 7 # 2537
17. \$200 CASH BLITZ # 2532	18. SIX FIGURES # 2528	19. Wild Cherry Crossword 3X # 2298	20. Wild Cherry Countdown # 2527
21. \$50 CASH BLITZ # 2531	22. JAWS # 2549	23. HOT \$100 # 2536	24. \$20 CASH BLITZ # 2530

Scratch-offs to pull from your Self-Service Machines May 7



NEW!

Fast Play

AVAILABLE MAY 19

How to play:

\$5 Team USA

Match any of YOUR SYMBOLS to any of the WINNING SYMBOLS, win prize shown for that symbol.

\$20 Bonus: Match the GOLD MEDAL BONUS SYMBOL to any of the WINNING SYMBOLS, win \$20 instantly.

\$5 Cash King

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win prize shown.

Match any of the KING NUMBERS to any of YOUR NUMBERS, win \$20 instantly!

\$5 WIN UP TO \$10,000

TEAM USA

WINNING SYMBOLS

YOUR SYMBOLS

\$10	\$20	\$50
\$500	\$5	\$100
\$20	\$10,000	\$50
\$5	\$10	\$500

\$20 GOLD MEDAL BONUS

\$5 WIN UP TO \$15,000

CASH KING

WINNING NUMBERS
36 2 12 29 38 1 8

YOUR NUMBERS

\$30	\$300	\$20	\$5
\$50	\$10	\$100	\$15
\$20	\$15,000	\$50	\$15
\$20	\$100	\$50	\$10
\$3,000	\$10	\$300	\$15
\$500	\$15,000	\$50	\$20

HOW TO WIN
Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win prize shown. Match any of the KING NUMBERS to any of YOUR NUMBERS, win \$20 instantly!

KING NUMBERS

1-800-994-8448
PROBLEM GAMBLING
HELPLINE
PLAY RESPONSIBLY

18+
TO PLAY

Overall Odds: \$5 Team USA 1 in 3.51 • \$5 Cash King 1 in 3.63
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