



**CHAMPIONS
OF PLAY**

November 2025

Retailer Playbook

Volume 13 • Issue 11

**3 NEW
SCRATCH-OFFS
LAUNCHING ON
NOVEMBER 4**

STARTING
AT JUST **\$1**



NEW!

**Fast
Play**

ON SALE NOV 16

18+ TO PLAY

PLEASE
GIFT
RESPONSIBLY
1-800-994-3448
PROBLEM GAMBLING
HELPLINE

Overall Odds: \$2 Blizzard Blast Bingo 1 in 3.16 • \$3 Candy Cane Crossword 1 in 3.45 • \$5 Snowflake Cash 1 in 3.51 • \$10 Holiday Riches 1 in 3.30 • \$20 Winter Wonderbucks 1 in 3.39

Estimated Overall Odds: \$1 Deck the Halls 1 in 4.49 • \$2 Jingle all the Way 1 in 4.18 • \$5 Holiday 7s 1 in 3.70

07501.25.GB



\$5 Holiday 7s #2602

- Estimated Overall Odds: 1 in 3.70
- Win up to \$70,000!
- 4 scenes to play
- Win \$20 instantly
- Win 5 times your prize
- 25 chances to win
- Enter non-winning tickets into the Holiday 2nd Chance promotion
- Ticket length: 8"
- Pack size: 100



\$2 Jingle all the Way #2601

- Estimated Overall Odds: 1 in 4.18
- Win up to \$10,000!
- 3 scenes to play
- Win 2 times your prize
- 2 Bonus Spots
- 12 chances to win
- Enter non-winning tickets into the Holiday 2nd Chance promotion
- **Ticket length: 5"**
- Pack size: 100



\$1 Deck the Halls #2600

- Estimated Overall Odds: 1 in 4.49
- Decked with lots of \$1,000 top prizes!
- Win 2 times your prize
- Enter non-winning tickets into the Holiday 2nd Chance promotion
- **Ticket length: 3"**
- Pack size: 200



NOVEMBER 4-BIN FEATURE TOWER

Use a Feature Tower to Maximize Commissions

Change the games in your feature tower to promote the following Scratch-offs:

- \$10 Double the Money
- \$5 Holiday 7s
- \$2 Jingle all the Way
- \$1 Deck the Halls

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

For retailers that DO NOT double-face games:

Games carried in the feature tower should be allocated from the planogram

- For example: You have a 32-bin set on the front counter and a 4-bin feature tower. A 36-bin planogram should be followed.

Scratch-offs to Pull November 4

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
Bin Set



32, 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 ACTIVATION DATE	LAST RETURN DATE	LAST DATE FOR VALIDATIONS
2531	\$50 Cash Blitz	\$2	10/31/2025	12/12/2025	6/10/2026
2579	Jeopardy!	\$2			
2457	Gold Mine	\$5			
2584	Red White & Blue 7s	\$5			

- **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.

Customer Service & Player Support: 1-800-955-6886,
between 8:00 a.m. and 12:00 a.m. (midnight), seven days a week

NEW DEBIT ACCEPTANCE SIGNAGE

In October - November, existing debit acceptance signs and decals will be updated with a purple color to get players' attention and stand out in the retail environment. We offer three types of signs to meet your business needs:

1. Debit Sign
2. Door/Gas Pump Decal
3. Debit Card Pin Pad Topper



Accepting debit for purchases can make playing the lottery more convenient for players who don't carry cash. It is also a great opportunity to sell Lottery products to players who are limited by cash in hand.



Let your customers know debit cards can be accepted for Lottery purchases with signs promoting availability.

Ask your LSR for new signs today!

Holiday Shipping Update



The busy holiday season is upon us, bringing more gift-giving customers into your store and an opportunity to increase Sales and your earned commission.

To ensure retailers have enough Scratch-off inventory to cover the anticipated holiday demand, we include extra packs of new games as part of game launch allocation as well as best sellers through your replenishments. This means there will be more holiday game inventory in your stores to meet the needs of your customers, drive sales and manage out of stocks.

During this season, the Instant Ticket Specialist (ITS) department will maintain replenishment orders and work to ensure that orders are created and available at retail, you may experience an increase in deliveries as they work ahead to cover holidays and days we will not deliver.

The Hoosier Lottery and/or UPS will be closed on the following days. These closures will affect ITS availability and UPS delivery.



Thanksgiving	Day after Thanksgiving	Christmas	Day after Christmas	New Year's Day
Thursday, November 27	Friday, November 28	Thursday, December 25	Friday, December 26	Thursday, January 1
CLOSED	CLOSED	CLOSED	CLOSED	CLOSED
CLOSED	OPEN	CLOSED	OPEN	CLOSED

If you find inventory running low due to high sales, check your terminal reports to see if an order is en route. If needed call the ITS department, they are available Monday through Friday 7:30AM to 5:00PM ET at (800) 955-6886. The ordering system is based on validations, often during the holiday season Scratch-offs are used for gift-giving and the validations do not occur until after the holiday. Please call ITS for large runs from individual packs or full packs to ensure you have the needed inventory for holiday sales.

Keep Self-Service Vending Machines Full and Available this Holiday Season

It's that time of year when shoppers are looking for entertaining gift ideas for family and friends aged 18+.

❖ **Scratch-offs are popular gifts, so make sure to keep Self-Service machines fully stocked during the holiday season.**



Self-Service Scratch-off Sales Expectations

Self-Service machines produced \$43 million in sales last November and December comprised of \$39 million from Scratch-off and \$4 million from Draw game sales. We are projected to perform at similar levels this year.

Maximizing Self-Service Machine Inventory Levels

Understanding your Gemini's rate of sale compared to the previous month's sales will help determine the correct amount of packs to load and/or tape together to meet your sales demands.

- To retrieve this information on the Gemini go to: Reports/Sales Report/Last Month's Sales

You can expect high rates of sale on holiday-themed tickets during the gift-giving season. Tape packs together to reduce loading time and ensure your best-selling games are in stock.

- If you need training on how to tape packs together, or pull and/or read reports, contact your Lottery Sales Rep ASAP to set up a training session.

Never leave empty bins in your Self-Service machine. If you do not have a game in stock, fill the empty bin by double-facing the next best-selling game at the same price point until your Scratch-off order arrives.

Hoosier Lottery Licensing Reminder:

**Are you planning to sell your business?
If so, please keep these in mind:**

PLEASE KEEP THE FOLLOWING IN MIND:

The buyer must apply for their own retailer license with the Hoosier Lottery at least 30 days ahead of the sale. Prospective buyers are not permitted to sell under your license. It is also your responsibility to ensure that your final billing sweep clears your bank before you close your Hoosier Lottery account.

INDIANA CODE 4-30-9-4

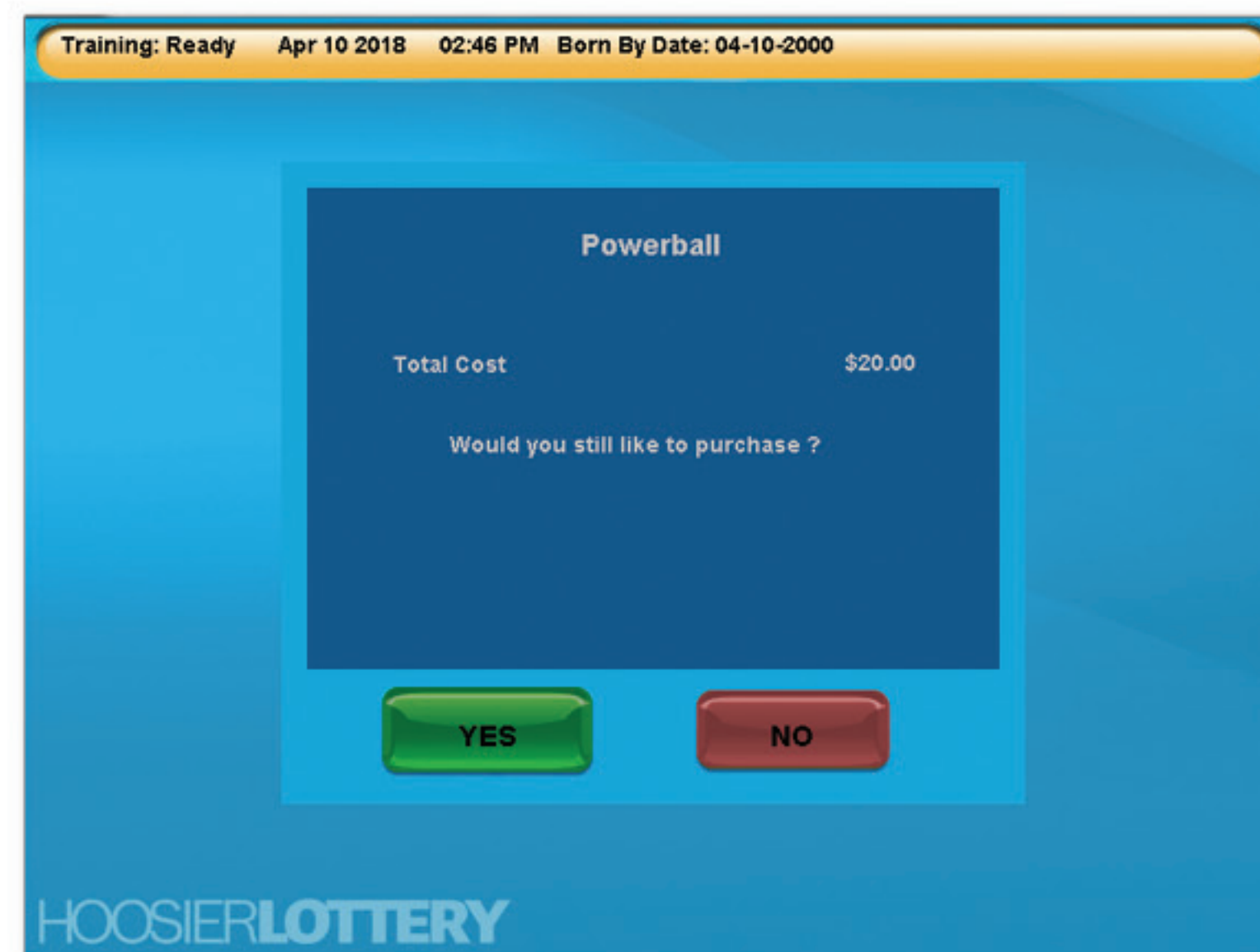
CERTIFICATE OF AUTHORITY



Sec. 4. The commission shall issue a certificate of authority to each person with whom it contracts as a retailer for purposes of display under section 6 of this chapter. The issuance of a certificate does not confer upon the retailer any right apart from that specifically granted in the contract. The authority to act as a retailer is not assignable or transferable.

WAGER COST CONFIRMATION Quick Fact Sheet

During big jackpot runs, we know that your lines can get busy with Draw game customers and that your lottery terminal can work overtime. To help you minimize the number of misprinted tickets, and remind you to take payment for Draw game transactions before printing, wagers over a certain dollar amount will prompt you with a screen like the one seen below:



The confirmation screen will show up when:

- A Powerball®, Mega Millions®, or Cash POP™ wager is \$10 or more
- Any other Hoosier Lottery Draw game wager is \$20 or more

If the prompt appears:

- Confirm the amount with the player and take their payment before pressing "YES".
- If the player doesn't have the correct amount to cover the cost of the wager, or the player didn't understand what game they were purchasing, press "NO".
 - You'll be returned to the home screen and no tickets will be produced.
- Any misprinted ticket that can't be cancelled should be sold before the Draw cut-off time.

Importance of Activating Scratch-offs

Activating Scratch-offs is important for your customers' experience! Prizes can only be paid if the pack of Scratch-offs has been activated.

If a pack of Scratch-offs is not activated, validations cannot occur which can be frustrating to your customers. Training staff on proper pack activation will help keep customers satisfied and coming back to your location.

Retain the activation slip from each pack that has been placed in the bin and track the number of tickets in each dispenser. This best practice is also helpful for maintaining records in the event of theft. Your LSR can provide additional information if you would like to learn more.

The holiday season is a popular time for people to gift Scratch-offs with friends and family, and the request to purchase full packs may occur frequently. Remember, full packs you are preparing to sell **MUST BE ACTIVATED FIRST!** Prizes cannot be paid if the pack hasn't been properly activated.

The importance of activating Scratch-offs on new game launch day.

Players are excited the first Tuesday of every month to visit their favorite Hoosier Lottery retailers and purchase the new Scratch-offs.

Having the new Scratch-offs available on launch day can generate repeat sales from regular players as well as sales from new players.



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.

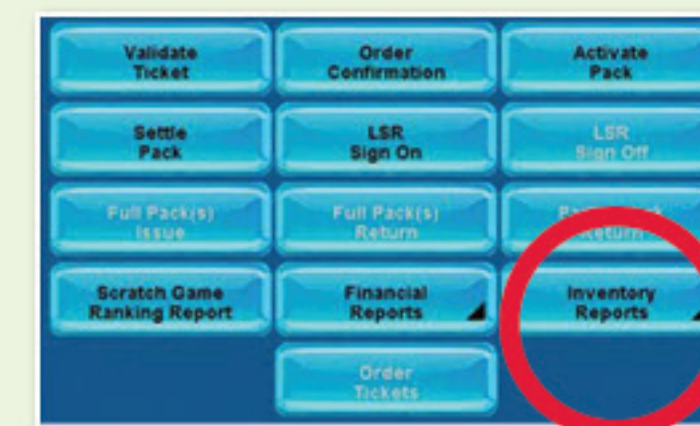
Here are a few abbreviations that may be helpful to determine your inventory levels:

- **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.

Terminal Instruction for Scanning Coupons:



Terminal instructions for redeeming coupons are different for **Scratch-off** and **Draw game** tickets.

When redeeming a coupon for a free **Scratch-off**, simply scan the barcode on the coupon and a Prize Payment receipt will print from the terminal. If you are unable to scan the barcode provided on the coupon, enter it manually by following the directions printed on the coupon.

When redeeming a coupon for a free **Draw game** ticket, **FIRST** press the "Promo/Coupon" button on the terminal before scanning or entering the barcode manually on the coupon and the free ticket will print. If you are unable to scan the barcode provided on the coupon, manually enter the code by following the directions printed on the coupon.

Learn more at HoosierLottery.com/RedeemingCoupons

Terminal Instructions:

1. Scan the barcode OR to manually enter the coupon, select [Scratch Functions], then select [Validate Ticket]. Enter the number printed above the barcode, then the number printed below the barcode and select [Send].
2. The terminal will automatically print a Prize Payment receipt valid for \$1 and issue a \$1 Scratch-off sale.
3. Present the customer with their free \$1 value of Scratch-off of their choice.
4. Maintain or destroy coupon and Prize Payment receipt according to your store policy.

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Must be 18 or older to play. Please play responsibly.
Problem Gambling Helpline: 1-800-994-8448.

Terminal Instructions:

1. Press [Promo/Coupon].
2. Scan the barcode OR manually enter the numbers printed below the barcode.
3. The terminal will automatically print the customer's \$4 Powerball® ticket and issue an immediate \$4 credit.
4. Coupon will be voided after use.
5. Maintain or destroy coupon and Prize Payment receipt according to your store policy.



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Reminder:

Terminal Paper Assigned to Your Retail Location

Terminal paper is assigned to a retailer location and tracked accordingly. It is imperative that each retailer use the paper provided to their location.

- Please make note of the retailer number in the upper right corner of the shipping label; in most instances, a store (big box or grocery) will have a different number from its fuel center, therefore making it inappropriate to move terminal paper between locations
- Do not accept terminal paper from another store, and do not provide terminal paper to another store, even within the same chain
 - Doing so may result in the inability for players to claim winnings

If you need terminal paper, follow these easy steps to order:

- Scan the 3-D barcode on your Lottery terminal
- Click on Supply Orders and type "Hello"
- Follow the prompts
- Hit Submit





The Problem Gambling Helpline Button



One of the most important responsible gaming tools available to retailers is right on your terminal. The Problem Gambling Helpline button gives you a simple and discreet way to connect players with help. This button is located at the top of the main terminal screen and has been intentionally positioned away from frequently used sales functions to avoid accidental presses. It is clearly labeled "Problem Gambling Helpline." When pressed, the terminal prints a slip with the following message:

"If you or someone you know would like more information about problem gambling, help is available 24 hours a day. Call 1-800-994-8448."

This slip allows players to leave with the helpline number in hand, giving them access to professional support at their own pace. As a reminder, your role as a retailer is not to act as a counselor. Your responsibility is simply to provide resources, so players know where to find help.

Over the past year (July 2024 – June 2025), this button was pressed 7,844 times across all Hoosier Lottery retailers, an average of about two times per retail location. These numbers show the button is being used and is helping connect players with support. By knowing where the button is and how it works, you are helping the Hoosier Lottery keep play positive and ensure that help is always available for those who may need it.

For more tools and resources please visit:
HoosierLottery.com/PositivePlay

*If you have Responsible Gaming questions,
please reach out to
socialresponsibility@hoosierlottery.com*

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**



Holiday 2nd Chance

Holiday Scratch-offs are the gifts that keep on giving. Players can enter their eligible non-winning Scratch-offs into the Holiday 2nd Chance promotion for a chance to win \$500.

HoosierLottery.com/Holiday

Promotion period: 11/4/25– 1/13/26



Holiday Winter Wonderworks

myLOTTERY players can play the free Winter Wonderworks digital game and create their own holiday gift-giving machine for a chance to win a Holiday prize pack. Players can play each week to receive additional entries.

HoosierLottery.com/Holiday

Promotion period: 11/4/25– 12/29/25



JURASSIC PARK 2nd Chance

Adventure awaits with the 2nd Chance promotion for a once-in-a-lifetime trip to Hawaii plus a chance at up to \$1 million! Encourage players to enter their eligible, non-winning JURASSIC PARK Scratch-offs to be entered for a chance to win at HoosierLottery.com/JurassicPark

Enter by June 30, 2026



Indiana Pacers Ultimate Fan Experience Promotion

myLOTTERY members can enter for a chance to win Pacers tickets, an autographed jersey, a Pacers Team Store gift card, up to \$250,000 during an on-court promotion and more! Encourage players to enter for FREE at HoosierLottery.com/Pacers

Enter by January 20, 2026

Promotion odds are dependent upon the number of entries received.

Learn more at **HoosierLottery.com/Promotions**



	TV	Radio	Social Media	Outdoor
Holiday	✓	✓	✓	✓

November Point of Sale

Holiday

- ☐ Ticket Inserts
- ☐ Change Mat
- ☐ Dispenser Bridge Topper Large
- ☐ Dispenser Bridge Topper Small
- ☐ Entry Door Decal*
- ☐ Fountain Mat*
- ☐ GEMINI Surround
- ☐ GT20 Front Topper
- ☐ ITVM Topper
- ☐ Lug-on
- ☐ Lighted Tower Topper

Fast Play

- ☐ Double-side Info Card - All Games
- ☐ Double-side Info Card - Benefits
- ☐ Lighted Bread Box Sign

Champions of Play

- ☐ Play Center Insert
- ☐ Play Center Insert
- ☐ Play Center Footer
- ☐ ITVM/On-Counter Merchandiser Header
- ☐ ITVM Merchandiser Right Panel Poster



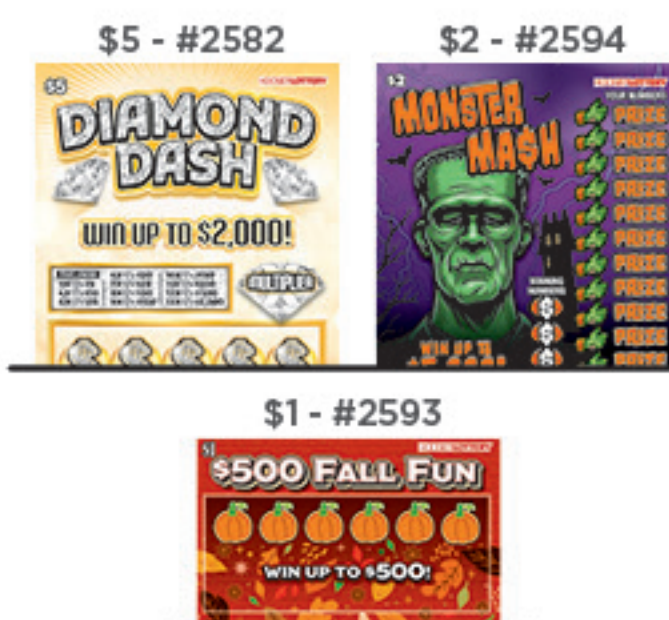
The Hoosier Lottery requires all retailers who have a Self-Service machine to follow the 24 and 28 bin planograms. Self-Service equipment is a premium asset in high demand. Sales performance and planogram compliance are necessary to maximize revenue and maintain placement.

The 24 and 28 bin planograms below can be torn out and posted inside the Self-Service machines as a convenient reference.

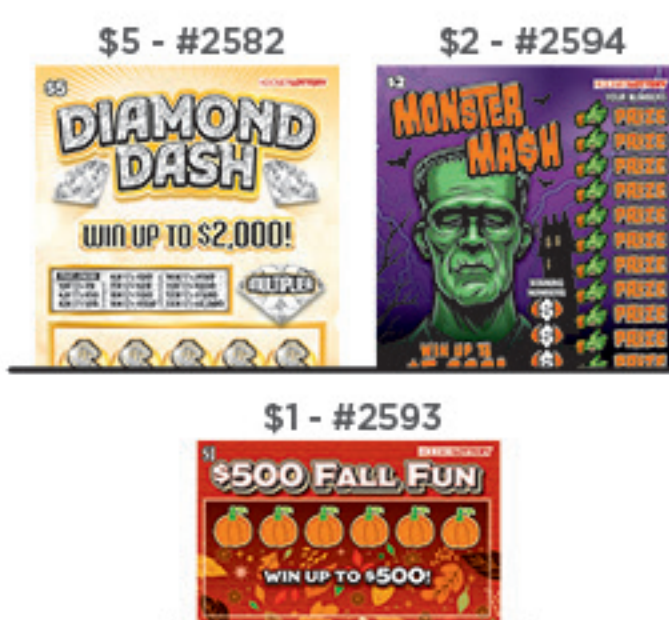
Always adhere to the Scratch-off loading guidelines below, and do not load more than the recommended number of packs per price point.

24 Bin Set

Scratch-offs to pull from your **24 Bin** Self-Service Machines November 4

**28 Bin Set**

Scratch-offs to pull from your **28 Bin** Self-Service Machines November 4



Follow the Hoosier Lottery on LinkedIn
[linkedin.com/company/hoosier-lottery](https://www.linkedin.com/company/hoosier-lottery)

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

NEW!

Fast Play

ON SALE NOV 16

How to play:

\$20 Winter Wonderbucks

- Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win PRIZE shown.
- If the matching YOUR NUMBER appears in a snowflake, win DOUBLE the PRIZE shown.

\$10 Holiday Riches

- Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win the PRIZE shown for that number.

Bonus Play:

Match all 3 BONUS SYMBOLS to symbols in the YOUR NUMBERS PLAY AREA, win \$50 instantly.

\$5 Snowflake Cash

- Match the WINNING SYMBOLS to YOUR SNOWFLAKE SYMBOLS. Refer to the PRIZE LEGEND to determine prize won.
- Match a SNOWBALL BONUS symbol to any of the WINNING SYMBOLS, win \$20 instantly.

\$3 Candy Cane Crossword

- Match YOUR LETTERS and BONUS LETTER to the letters in each PUZZLE.
- If you complete 3 or more horizontal or vertical words in the same PUZZLE, refer to the corresponding PRIZE LEGEND for that PUZZLE to determine prize won.
- Each PUZZLE is played separately.

\$2 Blizzard Blast Bingo

- Match the CALL NUMBERS to the numbers on CARD 1 and CARD 2.
- Complete a WINNING PATTERN, win the prize for that pattern!
- Snowflakes are free spaces.
- Only the highest prize may be won.
- Each CARD is played separately.



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