



CHAMPIONS OF PLAY

March 2026

Retailer Playbook

Volume 14 • Issue 3

NEW GAMES!



Estimated Overall Odds:
\$5 Indiana POP 1 in 3.85
\$50 Power 50X 1 in 4.15

ALL NEW!

Fast Play

ON SALE
MAR 15



INDIANA POP
WIN UP TO \$100,000!

WINNING SYMBOLS: [Star symbols]

YOUR SYMBOLS: [Dollar sign symbols]

NEW COLORFUL WAY TO PLAY!

X2 X5

POWER 50X
LOADED WITH \$100,000 TOP PRIZES!
WINNINGS START AT \$100!

POWER SPOT

POWER SPOT

POWER SPOT

POWER SPOT

FAST \$1,000
LOADED WITH \$1,000 PRIZES

GAME	YOUR NUMBERS	WINNING NUMBER	PRIZE
1	71 35 72 26 28	28	\$80
2	78 30 20 7 30	30	\$1,000
3	12 6 9 66 10	10	\$200
4	34 33 16 58 62	62	\$1,000
5	6 4 22 48 65	65	\$200
6	38 23 14 49 76	76	\$1,000
7	72 6 36 1 2	2	\$80
8	57 38 58 14 5	5	\$200
9	33 32 41 87 42	42	\$80
10	46 3 38 43 8	8	\$80
11	12 75 42 64 41	41	\$80
12			

BLACK DIAMOND Doubler
WIN UP TO \$20,000!

WINNING NUMBERS: 19 6 51 45

YOUR NUMBERS: 29 11 17 13

30X THE CASH
WIN UP TO \$75,000

WINNING NUMBERS: 19 06 51 45 46, 29 11 17 31 52

YOUR NUMBERS: 1X, 2X, 5X, 10X

1X: 12 \$1,500, 28 \$5,000, 31 \$75,000, 16 \$100, 47 \$200

2X: 36 \$50, 08 \$80, 24 \$50, 01 \$100, 44 \$30

5X: 03 \$80, 07 \$20, 55 \$100, 22 \$200

10X: [Numbers]

FUN 5s
WIN UP TO \$15,000!

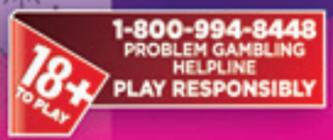
WINNING NUMBERS: 19 6 51 45

YOUR NUMBERS: 18 27 20 44, 16 39 15 52

Prizes: \$5, \$500, \$1,000, \$50, \$40, \$5, \$75

Overall Odds: \$5 Fun 5s 1 in 3.43 • \$10 Black Diamond Doubler 1 in 3.31
\$20 FAST \$1,000 1 in 8.23 • \$30 30X the Cash 1 in 3.31

07671.26.GB



\$50 Power 50X #2627

- Estimated Overall Odds: 1 in 4.15
- Loaded with \$100,000 top prizes!
- Winnings start at \$100
- 28 chances to multiply your prize up to 50X
- 5 Power Spots
- Ticket length: 12"
- Pack size: 20



\$5 Indiana POP #2616

- Estimated Overall Odds: 1 in 3.85
- Win up to \$100,000!
- New colorful way to play
- Win up to 5 times your prize shown
- Win \$50 instantly
- Ticket length: 8"
- Pack size: 100



MARCH 4-BIN FEATURE TOWER

Use a Feature Tower to Maximize Commissions

Keep these games in your tower to promote the following Scratch-offs:

- \$20 Diamond 7s
- \$10 Emerald 7s
- \$5 Ruby 7s
- \$2 Sapphire 7s

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 March 3

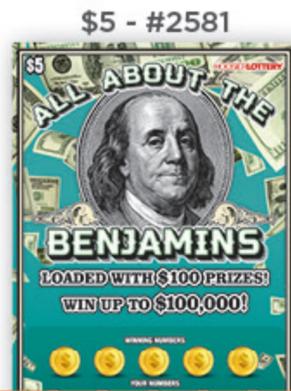
Never leave bins empty. Please call 1-800-955-6886 (option 3, option 2) if you need more tickets.



**44
&
40**
Bin Sets



36
Bin Set



**32, 28
& 24**
Bin Sets and
Self-Service
Machines



Customer Service Numbers

Scan here for
Troubleshooting
tips and
Information.



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
2593	\$500 Fall Fun	\$1	1/30/2026	3/13/2026	9/9/2026
2592	High Voltage Doubler	\$2			
2600	Deck the Halls	\$1	2/27/2026	4/10/2026	10/7/2026
2601	Jingle All the Way	\$2			
2507	Plus the Money	\$5			
2602	Holiday 7s	\$5			
2506	Triple Diamond Payout	\$20			

- **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

Fast Play

ASK FOR THE SALE PROMOTION March 16 - 27, 2026

From March 16 - 27, you are encouraged to ask every customer, 18 and older, to buy a Fast Play ticket to generate trial of Fast Play games.

What's In It For You?

1. Ask for The Sale Promotions are a best practice in the lottery industry to drive incremental sales
2. Potential to grow your player base
3. The chance for your Store Associates to win up to 50 \$1 Scratch-offs

Look for these opportunities to responsibly upsell Lottery

- If a customer has some change after making a purchase, ask if they would like to buy lottery tickets.
- If you have just cashed a winning lottery ticket, always ask if they would like more tickets, rather than just handing them their winnings.

HOW TO SELL FAST PLAY

CHANCES FOR INSTANT WINS AND TOP PRIZES THAT NEVER RUN OUT!

A variety of games starting at \$1

Fast Play can be a consistent sales driver in your store, and a lot of fun for your customers to play. The instant win feature provides the excitement of a Scratch-off with fun play options for your customers. Plays like a scratch-off without the scratching! And there is no incremental inventory.

Implement the strategies and best practices below to increase your Fast Play sales and maximize your commissions today!

Strategies to Drive Fast Play Sales:

- Press the Fast Play "Display to Player" button to:
 - o Help players make game choices
 - o Promote games to customers during long checkout lines
- Pick a Fast Play game that's easy to understand and quickly explained to new players
- **Suggest our rolling jackpot games, offering a jackpot that grows with every ticket purchase**

Sales Best Practices:

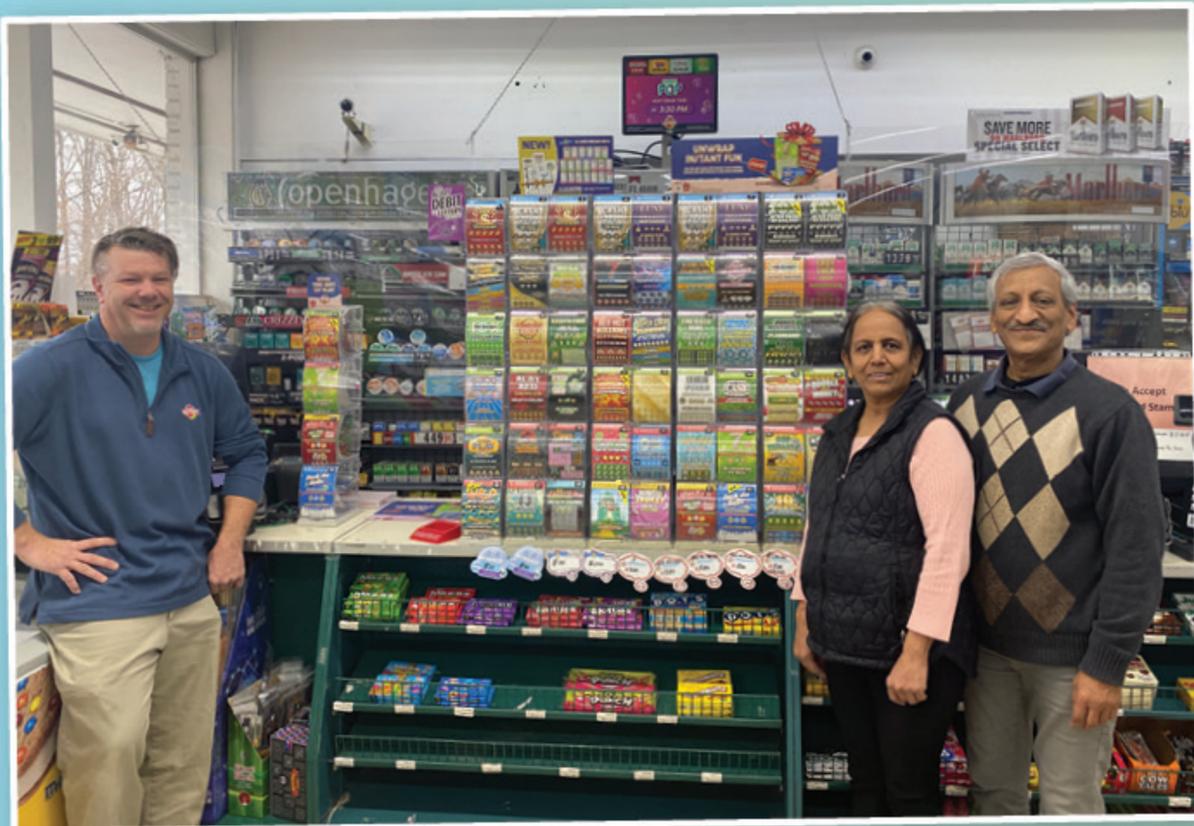
- Ask for the sale!
- Reference Marketing materials to help showcase Fast Play offerings
- Ensure all Store Associates know how to operate the Lottery terminal and the "Display to Player" screen, the benefits of Fast Play, and how to generate tickets



Retailer Success: SG Mart

PK Patel has owned SG Mart on West Lincoln Road in Kokomo since 2013, transforming it from a Village Pantry to a Marathon fuel station. Under PK's management, the lottery offerings expanded from 36 games to 82 access points, including a Gemini and primary display.

The store has seen significant sales growth, with a 13-week Scratch-off average of \$20,117 (up 55%), weekly Draw sales of \$4,492 (up 18%), and total weekly sales averaging \$24,609 (up 46%). SG Mart ranks third in volume but leads in annual growth within its territory.



Upgrading their ITVM to a Gemini and the ability to cash prizes up to \$599 have contributed to SG's success. Visible winner displays along the walls and front counter, and a new large digital jackpot sign enhance the customer experience. PK aims to further expand SG Mart's lottery footprint, making it a top destination for players in Kokomo.



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

KEEP *Play* POSITIVE

The month of March ushers in one of the most important Responsible Gaming campaigns, Problem Gambling Awareness Month (PGAM). Every year, the Hoosier Lottery proudly participates in PGAM, a nationwide campaign promoted by the National Council on Problem Gambling (NCPG). The goal of PGAM is simple yet powerful: to increase public awareness of problem gambling and the availability of prevention, treatment, and recovery services.

This year, players can join in by participating in our PGAM promotion! At the center of our promotion is our Player Health Screening. It is a quick, stigma-free tool to allow individuals to check in on their gaming behavior.

For the entire month of March, all myLOTTERY members who complete our Player Health Screening will be entered for a chance to win a Positive Play Prize Pack, which includes four tickets to an Indianapolis Indians game.

NATIONAL
**PROBLEM
GAMBLING
AWARENESS
MONTH**

How You Can Help

Retailers play a critical role in promoting responsible gaming and providing resources to players who may be experiencing gambling-related harm. Here are some possible signs of what gambling related harm can look like:

- Spending more time or money than intended
- Repeated visits on the same day
- Chasing losses (“I need to win my money back”)
- Seeming overly upset, anxious, or irritable when outcomes of games do not meet their expectations (non-winning tickets, lower tiered prizes, etc.)

Your role as a retailer is not to counsel individuals. It is only to provide resources and spread awareness. Here are a few easy ways to provide support:

- Using the Terminal “Problem Gambling Helpline” Button to print a helpline ticket
- Point out the Responsible Gaming logo on tickets and playslips (includes helpline number)
- Direct players to the Play Center for an Understanding The Odds 101 flyer
- Direct them to the [HoosierLottery.com/PositivePlay](https://www.hoosierlottery.com/PositivePlay) webpage for Positive Play tools and resources such as our Positive Play Videos, Player Health Screening, and Budgeting Tools.

Join us in promoting PGAM by keeping the Lottery a positive form of entertainment for all.

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

HOOSIERLOTTERY

Retailer Self-Service Portal!

SCAN THE QR CODE on the terminal sticker with your Apple or Android device to access information and troubleshooting tips for your Lottery Terminal, Vending Machine, and Scratch-off Tickets any time of the day!



Scan here for Troubleshooting tips and information.



Tap on the picture of the item you need assistance with to instantly access helpful articles, how-to videos, and tutorials.

Want to chat? Click on the  icon and ask Hoosier Bot, the Lottery's AI powered chat agent for help. Hoosier Bot can answer questions you have, walk you through troubleshooting steps, and even connect you to a live agent to chat with if you need more assistance.

Know exactly what you're looking for? Use the chat feature to search for a specific topic.

<https://Help.LotterySupport.com/IN>

If further support is needed, feel free to reach us at 1-800-955-6886.

EXCLUSIVE 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



7s Scratch-offs 2nd Chance

Remind players they can get a second chance at a win by entering any of their eligible non-winning 7s Scratch-off tickets into 2nd Chance. myLOTTERY members who enter could win up to \$5,000. Tickets can be entered at HoosierLottery.com/2ndChance
Promotion ends: April 27, 2026



Gemstone Smash

myLOTTERY players can play the free Gemstone Smash digital game and test their gem-smashing skills for a chance to win a Hoosier Lottery prize pack. Players can play each week to receive additional entries.
HoosierLottery.com/ComeOutToPlay
Promotion ends: April 27, 2026



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



Learn more at HoosierLottery.com/Promotions



Promotion odds are dependent upon the number of entries received.

Does your customer have a Hoosier Lottery coupon?

First, determine what kind of game the coupon is for.

Then learn how to redeem Scratch-off, Fast Play and Draw game coupons at: HoosierLottery.com/RedeemingCoupons

	TV	Radio	Social Media	Outdoor	Digital
7s Family	✓	✓	✓	✓	✓
Millionaire for Life™	✓	✓	✓	✓	✓
Fast Play		✓	✓	✓	✓
Indiana POP			✓		✓

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.

March Point of Sale

Scratch-offs

- Ticket Inserts

7s Family

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

Millionaire for Life™

- Entry Door Decal*
- Fountain Mat
- Terminal Reference Card
- Play Center Flyer
- GT20 Play Center Flyer
- GEMINI Button Frame

Fast Play

- Double-sided Info Card
- Change Mat
- Lighted Bread Box Sign

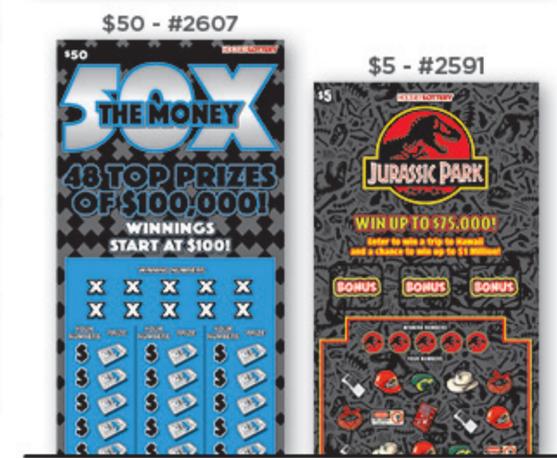


Use this checklist to ensure that you have the correct pieces on display. Questions? Please contact your LSR.
*Select retailers only. While supplies last.

24 Bin Set

POWER 50X # 2627	LUXE MILLIONS # 2576	\$2,000,000 ULTIMATE # 2575	MULTIPLIER MANIA # 2608
\$500,000 FORTUNE # 2505	RED HOT MILLIONS # 2478	SUPER CASH BLOWOUT # 2585	DIAMOND 7 # 2615
POWER BLITZ # 2599	DOUBLE MONEY # 2597	CHROME # 2509	INDIANA CASH BLOWOUT # 2568
EMERALD 7s # 2614	CHANGING OF THE GUARDS # 2605	WILD MULTIPLIER # 2604	RUBY 7s # 2613
FAT WALTER # 2595	INDIANA POP # 2616	Close 9 # 2542	It's The MONEY # 2606
Wild Cherry Crossword Tripler # 2566	SAPPHIRE 7s # 2612	WIN IT ALL # 2611	Winter GREEN # 2603

Scratch-offs to pull from your 24 Bin Self-Service Machines March 3



28 Bin Set

POWER 50X # 2627	LUXE MILLIONS # 2576	\$2,000,000 ULTIMATE # 2575	MULTIPLIER MANIA # 2608
EXTREME CASH BLOWOUT # 2574	DIAMOND 7 # 2615	SUPER CASH BLOWOUT # 2585	POWER BLITZ # 2599
EMERALD 7s # 2543	IT'S THE MONEY # 2573	RED HOT MILLIONS # 2478	\$500,000 FORTUNE # 2505
DOUBLE MONEY # 2597	STACKS OF CASH # 2596	CHANGING OF THE GUARDS # 2605	INDIANA CASH BLOWOUT # 2568
CHROME # 2509	EMERALD 7s # 2614	WILD MULTIPLIER # 2604	Close 9 # 2542
FAT WALTER # 2595	INDIANA POP # 2616	RUBY 7s # 2613	It's The MONEY # 2606
Wild Cherry Crossword Tripler # 2566	SAPPHIRE 7s # 2612	WIN IT ALL # 2611	Winter GREEN # 2603

Scratch-offs to pull from your 28 Bin Self-Service Machines March 3



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

NEW!

Fast Play

ON SALE MAR 15

How to play:

\$30 30X the Cash

- Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win PRIZE shown.
- If you win, multiply your PRIZE by the multiplier shown for that level for a chance to win 2X, 5X, 10X, 20X, or 30X your PRIZE.

\$20 FAST \$1,000

Match any of YOUR NUMBERS to the WINNING NUMBER, win PRIZE shown for that GAME.

Each GAME is played separately.

\$10 Black Diamond Doubler

- Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win the PRIZE shown for that number.
- If a matching YOUR NUMBER is in a black diamond symbol, win DOUBLE the PRIZE shown for that number.

\$5 Fun 5s

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

FUN 5s BONUS:

- Match all 5 BONUS GAME numbers within the same BONUS GAME to any of the WINNING NUMBERS, win PRIZE shown for that game.
- Each GAME played separately.



Overall Odds: \$5 Fun 5s 1 in 3.43 • \$10 Black Diamond Doubler 1 in 3.31
\$20 FAST \$1,000 1 in 8.23 • \$30 30X the Cash 1 in 3.31

18+
TO PLAY
1-800-994-8448
PROBLEM GAMBLING
HELPLINE
PLAY RESPONSIBLY