



**CHAMPIONS
OF PLAY™**

December 2025

Retailer Playbook

Volume 13 • Issue 12

Check out
our
**NEW
GAMES!**



Estimated Overall Odds: \$10 Blazing Hot Bonus 1 in 3.85 • \$5 Wild Multiplier 1 in 3.88

07551.25.GB



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

\$10 Blazing Hot Bonus #2605

- Estimated Overall Odds: 1 in 3.85
- Win up to \$250,000!
- Win 5 times your prize
- 5 Bonus Spots
- 35 chances to win
- Ticket length: 10"
- Pack size: 50



\$5 Wild Multiplier #2604

- Estimated Overall Odds: 1 in 3.88
- Win up to \$75,000!
- 4 scenes to play
- 20 chances to multiply your prize
- Win up to 20 times your prize
- Ticket length: 8"
- Pack size: 100



\$2 THE WIZARD OF OZ™ #2609

- Estimated Overall Odds: 1 in 3.99
- Win up to \$10,000!
- 4 scenes to play
- Win double your prize
- Win \$10 instantly
- 10 chances to win
- **Ticket length: 5"**
- Pack size: 100

GIVE THE GIFT OF PLAY HERE



DECEMBER 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 Blazing Hot Bonus
- \$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:

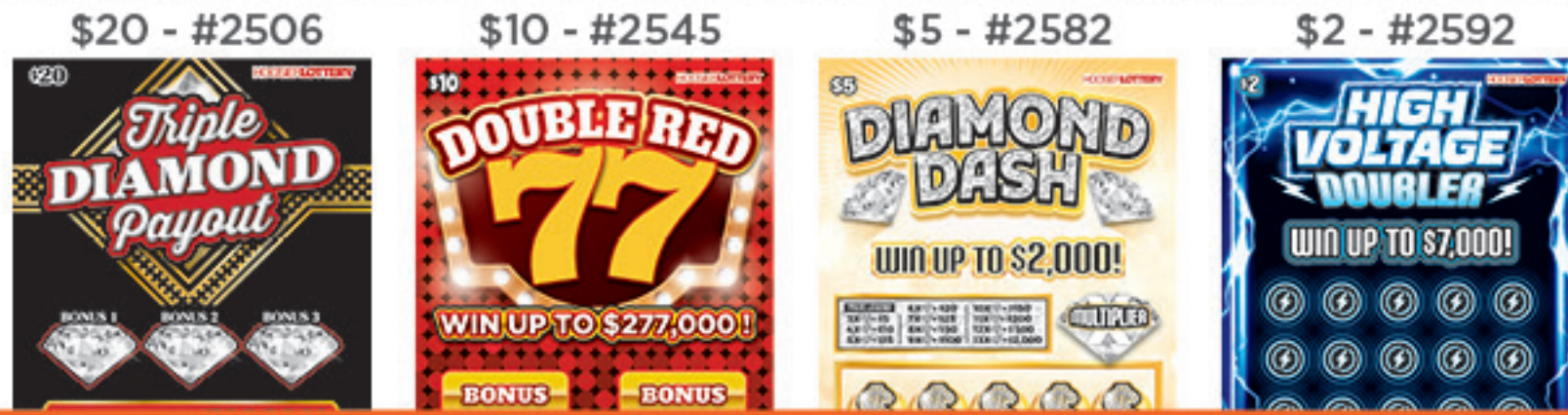
Games carried in the feature tower should be allocated from the planogram

- 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.

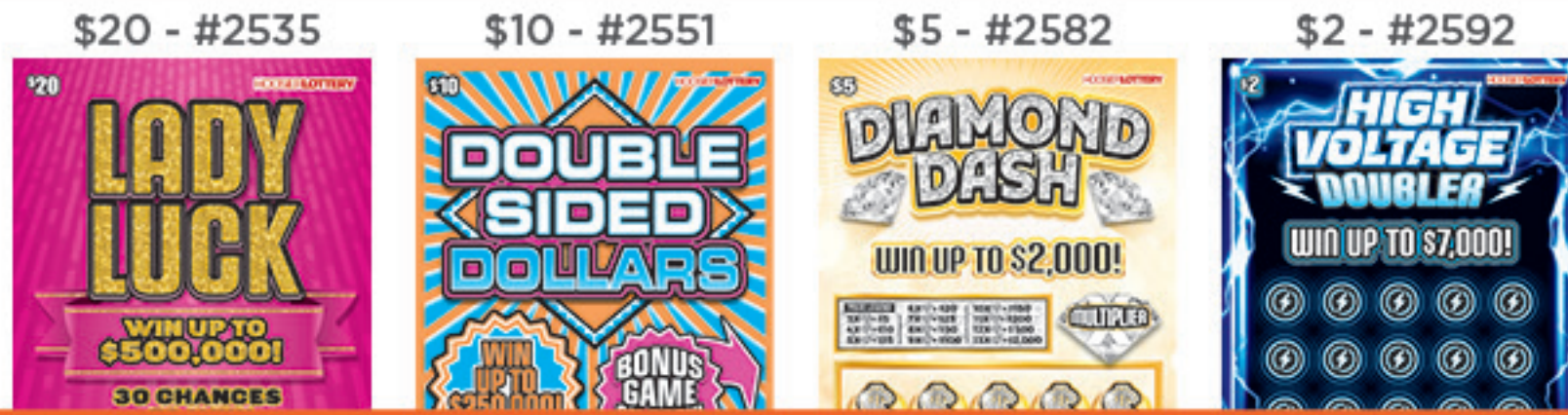
Scratch-offs to Pull December 2

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

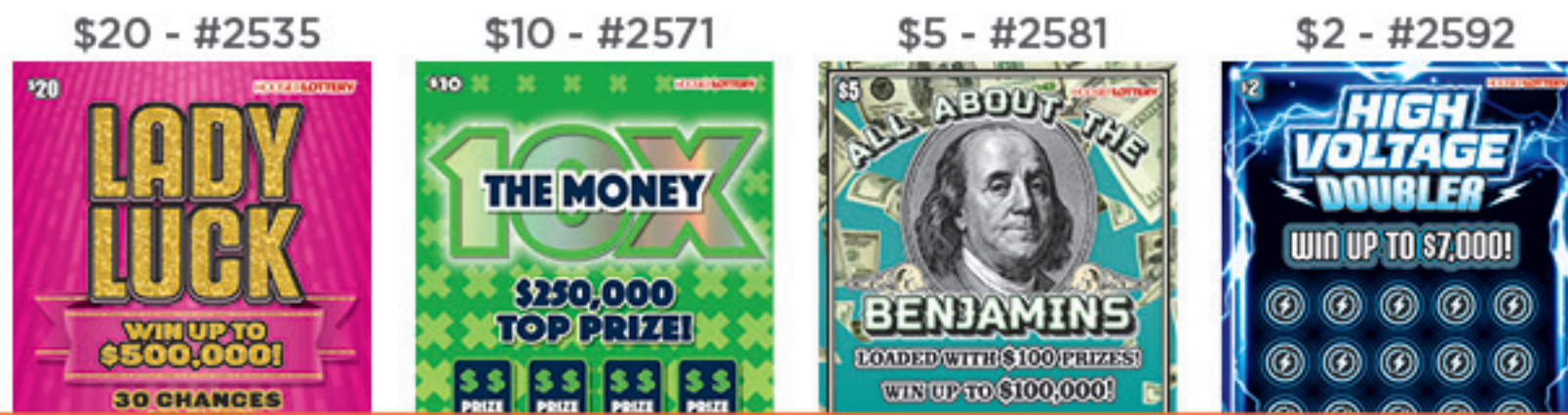
**44
&
40**
Bin Sets



36
Bin Set



32
Bin Set



28
Bin Set



24
Bin Set 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			
2580	Trip 7s	\$1	11/28/2025	1/9/2026	7/8/2026
2589	Bobbin' for Cash	\$1			
2569	2X the Money	\$2			
2550	Pink Diamond Doubler	\$5			
2563	Black Ice	\$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



You could earn a FREE Hoosier Lottery camouflage hat by keeping all access points full.

From December 2-31, Lottery Sales Representatives will award a Hoosier Lottery camouflage hat to retailers with full product at all selling locations. All Scratch-off dispensers, including bins, promotional towers, and Self-Service machines must be filled.

Best practices for keeping the counter bins and vending machines full:

- Check bin inventory after each shift. If inventory is low, place another pack behind the tickets for the next shift.
- Before closing, check all bins and vending machines to ensure there are no out-of-stocks for the next day.
- Tape packs together in the vending machine to help minimize out-of-stocks.
- If you do not have a game in stock, double-face the next best-selling game until your order arrives.



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.



Christmas	Day after Christmas	New Year's Eve	New Year's Day
Thursday, December 25	Friday, December 26	Wednesday, December 31	Thursday, January 1
CLOSED	CLOSED	OPEN	CLOSED
CLOSED	OPEN	CLOSED	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.

Benefits of Taping Multiple Scratch-off Packs Together in Self-Service Machines:

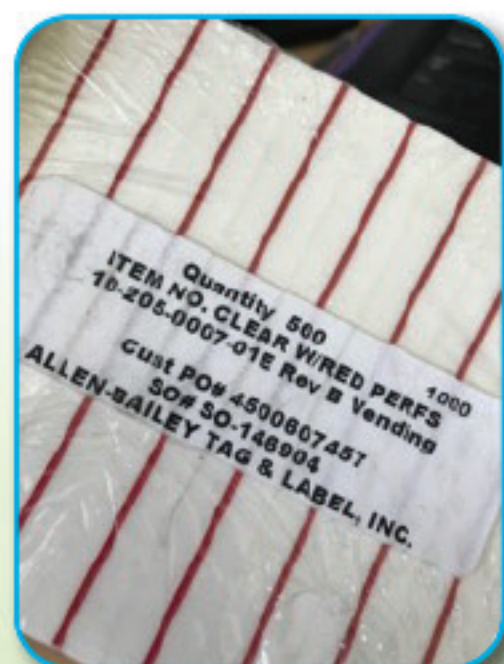
- Reduce out-of-stocks by maintaining proper inventory levels on your best-selling games
 - Increase your lottery sales and commissions
 - Keep players happy and returning to your store
- Minimize inventory in your office or locked safe, maximizing the number of Scratch-offs available for sale
- Reduce line at Customer Service for lottery purchases

Taping Logic and "How To":

1. Pull the **Last 4 Weeks Sales Report** from the Self-Service machine, indicating how many packs of a game are sold every four weeks, and determine how many packs to load
 - Each bin can accommodate only a certain number of tickets/packs depending on the price point (see chart to the right)
 - **Overloading the machine could cause tickets to jam**
2. Print off an **Inventory Report** before you load any new packs to confirm beginning inventory is correct
3. Activate all packs you intend to load into the Self-Service machine

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



Make sure to place the last ticket from the new pack (highest ticket #) to the first ticket of the existing pack (# 000)

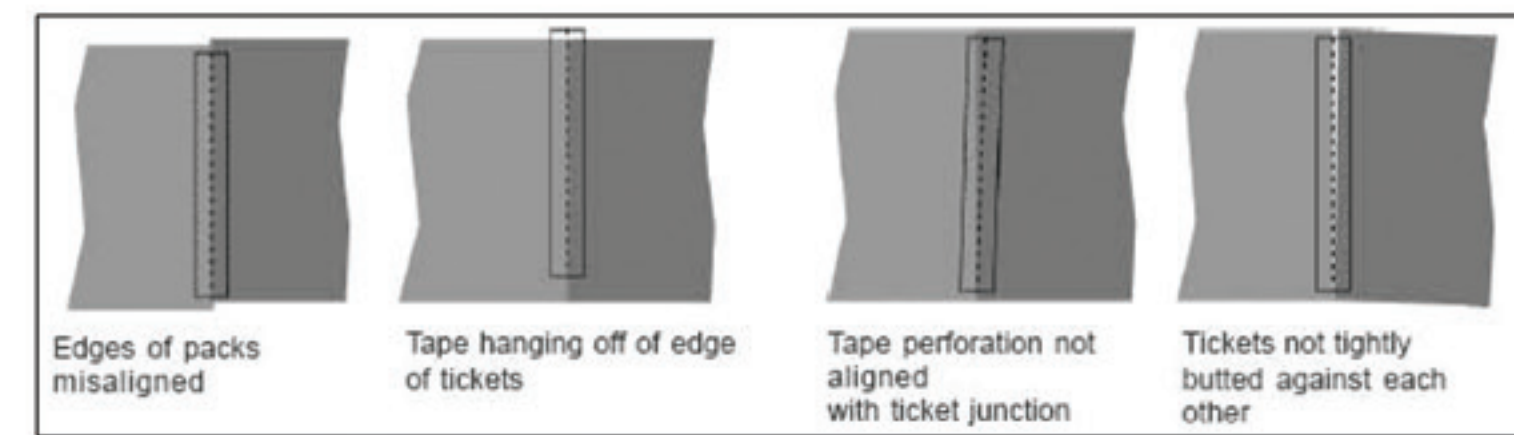


4. For each bin you are loading a taped pack:
 - a. Scan the barcode on bin to load
 - b. Scan the new Scratch-off pack
 - c. Peel one strip of tape from the roll and place the perforated portion of tape over the area where the tickets line up. The tape can be clear or have a red stripe
 - d. On properly taped packs, the perforations from both packs are within the red stripe
 - e. Fold one pack on top of the other and place it inside the Self-Service machine and follow the loading procedures for that type of machine. Depending on the brand of ITVM you have, you may need to manually add/adjust the number of books in the bins to account for the extra inventory
5. Print off a final **Inventory Report** to ensure inventory is correct after loading

Ask your Lottery Sales Representative how you or your staff can be trained on taping packs together today!

They can also make sure you have the perforated tape, designed for the Self-Service machine.

Take care to avoid these problems:



Please use only the tape provided by your Lottery Sales Representative

Tips For Fulfilling Last Minute Sales:

- Fill your Feature Tower with Holiday-themed Scratch-offs and place near the bin set in the transaction area, closest to the primary register
 - Remember, Holiday Scratch-offs are perfect for gifts or gift toppers
- Never leave a bin empty at the counter or in a vending machine
 - Tape packs together in vending machines to reduce loading time and to ensure your best-selling games are always in-stock
- Offer ticket envelopes (pictured below) to customers purchasing tickets as gifts for adults 18 and older



Debit Card Best Practices

Debit cards are approved forms of payment for Lottery at the discretion of the retailer. As a best practice and security measure, hand keying a debit card number is highly discouraged.

When accepting debit card payments, it is a best practice to ensure that the majority of your customers' debit card information is acquired by swiping, dipping or tapping and that you settle your terminal daily. The less risk that is involved in acquiring, transmitting, and processing your customers' debit card information, the lower your transaction fees will be.



One of the reasons a card might not be readable through the swipe, dip, or tap functions is that it may be counterfeit. When a card number is manually keyed in, there is no way for the debit card processing company to know whether the card was actually present for the transaction.

- If a transaction is completed by keying card information in manually, the liability shifts back to the merchant if a chargeback is filed or the cardholder claims fraud
- Since fraudulent use of debit card numbers costs companies millions of dollars each year, the card processing companies charge a higher fee for those transactions
 - In return, that increase is then passed along to merchants processing the transaction
- By updating your debit card hardware and software to accept EMV chip cards, it eases your liability for fraudulent transactions and chargebacks¹

As a Lottery best practice, never manually key in transactions and only accept card payments through swipe, dip or tap methods.

¹<https://merchantcostconsulting.com/lower-credit-card-processing-fees/guide-to-manually-keyed-transactions-when-to-use-and-how-to-avoid/>



Gifting Responsibly? How Thoughtful!

The holiday season is one of the busiest times of year for gift-giving, and the Hoosier Lottery is proud to once again join the National Council on Problem Gambling's Gift Responsibly Campaign. This national initiative reminds everyone that lottery products are only appropriate gifts for adults 18 and older.

The Hoosier Lottery supports this campaign at NCPG's highest recognition level, and you'll see the Gift Responsibly logo across all of our holiday marketing pieces. Our simple reminder, "To: Adults, From: Adults", helps connect the fun of giving with the importance of keeping play safe and appropriate throughout the holiday season.

Take the Pledge

This year, we're also encouraging adults to take the Gift Responsibly Pledge. The pledge is a simple but powerful way to raise awareness about the risks of gifting lottery tickets to anyone under 18 and to show support for keeping play safe.

By taking the pledge, players commit to only gifting lottery products to those 18 years or older this holiday season and all year round.

Participation is easy. Players can acknowledge their commitment by checking the pledge box through the Hoosier Lottery app or online at hoosierlottery.com. It's a straightforward way to spread awareness and reinforce the message that lottery tickets are "To: Adults, From: Adults."

We hope that you will assist us in sharing this message with players. By supporting the Gift Responsibly campaign and reminding players of the 18+ age requirement, you help ensure the lottery remains a safe, fun, and positive form of entertainment. Together, we can make sure this holiday season is not only joyful but also responsible.

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 Holiday Scratch-offs into the Holiday 2nd Chance promotion for a chance to win \$500.
HoosierLottery.com/Holiday
Enter by January 13, 2026



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
Enter by December 29, 2025



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	✓	✓	✓	✓

December Point of Sale

Holiday

- ☐ 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

Fast Play

- ☐ Play Center Side Panel
- ☐ Double-side Info Card
- ☐ ESMM Pulley
- ☐ Vending Card
- ☐ 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.

December 2025 24 and 28 Bin/Self-Service POG

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 December 2



28 Bin Set

Scratch-offs to pull from your **28 Bin** Self-Service Machines December 2



Follow the Hoosier Lottery on LinkedIn

[linkedin.com/company/hoosier-lottery](https://www.linkedin.com/company/hoosier-lottery)

Hoosier Lottery Crossword Answers:

DOWN	ACROSS
1. wheel	3. five
2. four	4. playslip
5. play center	7. retailer
6. Mega Millions	8. Quick Draw
11. one million	15. Powerball
14. twice	16. sixty
	17. planogram



CHAMPIONS OF PLAY™

CROSSWORD PUZZLE



ACROSS

3. How many numbers must match to win the CA\$H 5 jackpot?
4. Players can create one of these digitally instead of handwriting their number choices
7. The term “Agent” at the bottom of a Scratch-off ticket return receipt refers to this
8. Draw Game with \$300,000 top prize
9. Instant win terminal games
10. Complete this step before selling new Scratch-off packs
12. Minimum legal age to play Lottery
13. \$1 Holiday Scratch-off
15. National Draw Game drawn on Monday, Wednesday, and Saturday
16. How many minutes are allowed to cancel a Draw Game ticket for a cancellable game?
17. Scratch-off ticket display merchandising guide

DOWN

1. Every combination of numbers played straight on Daily 3 or Daily 4
2. How many Fast Play games have rolling jackpots
5. Merchandising piece housing playslips with area to scratch tickets
6. National Draw Game with a \$50 million starting jackpot
11. Top prize dollar amount on Hoosier Lotto +PLUS
14. Daily 3 & 4 draw frequency

