



September 2025

Retailer Playbook

Volume 13 • Issue 9

A TOTALLY DIFFERENT WAY TO

PLAY



Fast Play

my 2ndChance

**ON SALE
SEP 21**

**CHECK OUT
OUR NEW
GAMES!**



**SCRATCH
OFFS** SCRATCH AWAY

Odds vary by play selection. 2nd Chance promotion odds are dependent upon the number of entries received.

ON SALE SEP 2

07401.25.GB

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

\$5 Fat Wallet #2595

- Estimated Overall Odds: 1 in 3.97
- Win up to \$100,000!
- Win \$50 in the Bonus Spot
- Win 2 times your prize
- 26 chances to win
- Ticket length: 8"
- Pack size: 100



\$2 Monster Mash #2594

- Estimated Overall Odds: 1 in 4.04
- Win up to \$5,000!
- 4 spooky scenes to play
- Win 5 times your prize
- **Ticket length: 5"**
- Pack size: 100

\$1 \$500 Fall Fun #2593

- Estimated Overall Odds: 1 in 4.40
- Win up to \$500!
- Win triple your prize
- 3 festive fall scenes to play
- Ticket length: 2.5"
- Pack size: 200



SEPTEMBER 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 Stacks of Cash
- \$5 Fat Wallet
- \$2 Monster Mash
- \$1 \$500 Fall Fun

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 September 2

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

Remove the below tickets from ALL 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
2511	Thunder Struck	\$1	8/29/2025	10/10/2025	4/8/2026
2534	Titanium Tripler	\$5			
2533	\$500 Cash Blitz	\$10			
2362	Super Cash Blowout	\$20	8/1/2025	9/12/2025	3/11/2026

- **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



Retailer Success: 7-Eleven



48 years ago, Frank Ronchetti became the owner of a friendly neighborhood 7-Eleven in Mishawaka. They have been serving up smiles and selling lottery for 35 years. Over the years they have experienced lottery growth along with an increasing customer base. They began selling Lottery in 1989, starting with six games and now carry 34 unique Scratch-offs. Frank knew early on the benefits of the lottery would increase his customer basket size and overall revenue for his business.



Store co-owner, Mindy Casper, and an excited Hoosier Lottery player

“Lottery draws a lot of people into the store to shop that have not been in before. Now they are daily customers!”

- Frank Ronchetti

Co-owner Mindy Casper, daughter of Frank, has been working in the family business since she was a teenager. She has been there since the lottery started and has seen all the changes throughout the years. She still can't believe they are selling \$50 Scratch-offs, given where they started 35 years ago. They have had a lot of winners over the years, but none larger than the \$100,000 winner from one of their regular customers. The winning ticket check presentation created a buzz and increased the number of new customers visiting the store.

Hoosier Lottery Sales Representative, Leslie Bloom, and store co-owner, Mindy Casper with a Hoosier Lottery 35th Anniversary Retailer Certificate



“We love the excitement that the lottery brings, especially with some big wins.”

- Mindy Casper

Frank, now 82 years old, owned and operated two 7-Eleven locations. His plan is to have his two children, Mindy and Michael, take over each location. Frank continues to work today, having worked for the St Joseph County highway department for 20 years and now the St Joseph County Fairgrounds.

Over the years this retailer has participated in many Hoosier Lottery promotions such as “Ask for the Sale”, “Keep it Full”, and wheel spin events. They also have 7-Eleven Day promotions and host customer appreciation events. Mindy's father gave her simple advice years ago: “The customer comes first from opening to close.” With the friendly atmosphere and great customer service they've prioritized, it comes as no surprise how successful their business has been over the years.

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



JUST PICK AND PLAY

- ★ **Encourage your players to ask** for a Fast Play ticket, or play at a Hoosier Lottery Self-Service Machine
- ★ Chances for **instant wins** and top prizes that never run out!
- ★ With **new games** for sale every other month, there's a style for every player!
- ★ **Rolling jackpot** games that continue to grow each time a ticket is purchased until the jackpot is won!

REMIND YOUR PLAYERS TO ENTER THE LIMITED TIME **my2ndChance** PROMOTION

- ★ Eligible non-winning Fast Play tickets purchased between Sep 21 – Nov 3 can be entered into a 2nd Chance drawing in which five winners will receive \$500!
- ★ Enter on the mobile app or visit [HoosierLottery.com/FastPlay](https://www.hoosierlottery.com/FastPlay) to learn more.



Overall Odds: \$15X the Money 1 in 3.71 • \$5 Magnificent Multiplier 1 in 3.47 • \$10 Platinum Payout 1 in 3.35 • \$30 \$75,000 Cash Vault 1 in 3.31
2nd Chance promotion odds are dependent upon the number of entries received.

Confirming Scratch-off Orders

Terminal Tips:

When a scratch-off order arrives at your location you should confirm within 1-2 days of delivery. Confirmation of the order lets us know that you received the order, and that all packs were included. If we notice an order is not confirmed, we will call to verify that you received it, and request it gets confirmed.

Prior to confirming you should check the following:

- The total number of packs included matches the unit number displayed on the Ticket Delivery Form (see below)
- That the game and pack number(s) displayed at the bottom of the Ticket Delivery Form matches the numbers displayed on each physical pack(s) received

Note: If you are missing a pack(s) or the pack numbers do not match what is displayed. Call the ITS number below for assistance.

ITS phone number: 1-800-955-6886, Option 3, Option 2

Confirming the order:

- Using your terminal, scan the barcode on the Ticket Delivery Form
- Attach the receipt of confirmation that prints to the Ticket Delivery Form and save for your records
- If the barcode is not scanning, you can manually enter the Order Number displayed on the Ticket Delivery form (Scratch Functions > Order Confirmation)
- If you are missing the Ticket Delivery Form call ITS for assistance

Use this number if manual confirmation is needed

Scan to confirm order

Quantity of packs by game number

Game/Pack numbers you should receive

Receipt printed from terminal once you confirm your order.

TICKET DELIVERY FORM

RETAILER: [REDACTED]
ORDER: 01-01783429-01 DATE: 02/01/2021
ORDERED: 02/01/2021
FILLED: 02/01/2021

ORDER NUMBER
01-01783429-01

TRACKING NUMBER
12 A75 255 03 1768 1971

ORDER SUMMARY

GAME	COST	UNITS	AMOUNT
2162 \$150,000,000 Extravaganza	500.00	1	500.00
2258 MILLIONAIRE SERIES	500.00	1	500.00
2298 WILD CHERRY CROSSWORD 5X	500.00	1	500.00
2319 MEGA BUCKS	600.00	1	600.00
2362 SUPER CASH BLOWOUT	600.00	1	600.00
2380 HOT 55	500.00	1	500.00
2381 \$500 GRAND	600.00	2	1,200.00
2395 BLAZING 777	200.00	1	200.00
2399 INDIANA CASH BLOWOUT	500.00	4	2,000.00
TOTAL GAMES: 9		UNITS: 13	AMOUNT: 6,600.00

ORDER DETAIL

2162-290040	2258-211099	2298-156229	2319-078767
2362-100438	2380-051617	2381-074244	2381-074245
2395-021323	2399-027491	2399-027492	2399-027493
2399-027494			

Security Tips for your Scratch-off Inventory

1. Always store in a secure location
2. Keep your activation receipts for each pack on display so that you know what packs are out for sale. If you have a theft you are required to provide the game, pack and ticket range so that Security can move to a "Stolen Status" and prevent validations from occurring
3. Once a pack is completely sold, throw away that pack's activation slip. Keep the activation slip for the replacement pack
4. Sell from the back of the pack. This will make it easier to know how many tickets are left in the dispenser

Responsible Gaming Education Month: Help Players Keep Play Positive

Each September, the Hoosier Lottery joins the American Gaming Association in recognizing Responsible Gaming Education Month (RGEM). This national initiative highlights the importance of promoting positive play and raising awareness about the signs of problem gambling. As a retail partner, you are often the first point of contact for our players, and you can play a vital role in encouraging healthy play habits. During RGEM, we encourage you to stay alert to signs that a player may be showing indications of problem gambling. Players who express frustration, talk about “chasing losses,” or say things like “I just need to win it back” or “this is the only way I can pay my bills”, may benefit from learning more about responsible gaming practices. To assist you, the Hoosier Lottery offers helpful tools and resources at [HoosierLottery.com/PositivePlay](https://www.hoosierlottery.com/PositivePlay). This page includes items such as the Positive Play Quiz, that helps players reflect on their habits, an “Understanding the Odds” video, which explains how games work and tips for setting time and budgets to keep play fun and in balance. Thank you for partnering with us to promote safe and responsible play. Your support helps ensure the lottery remains a positive experience for all.

If you have questions about Responsible Gaming or would like additional materials, please contact us at socialresponsibility@hoosierlottery.com.

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](https://www.HoosierLottery.com/myLOTTERY)**



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.

[HoosierLottery.com/JurassicPark](https://www.HoosierLottery.com/JurassicPark)

Enter by June 30, 2026



Colts Game Changer Giveaway

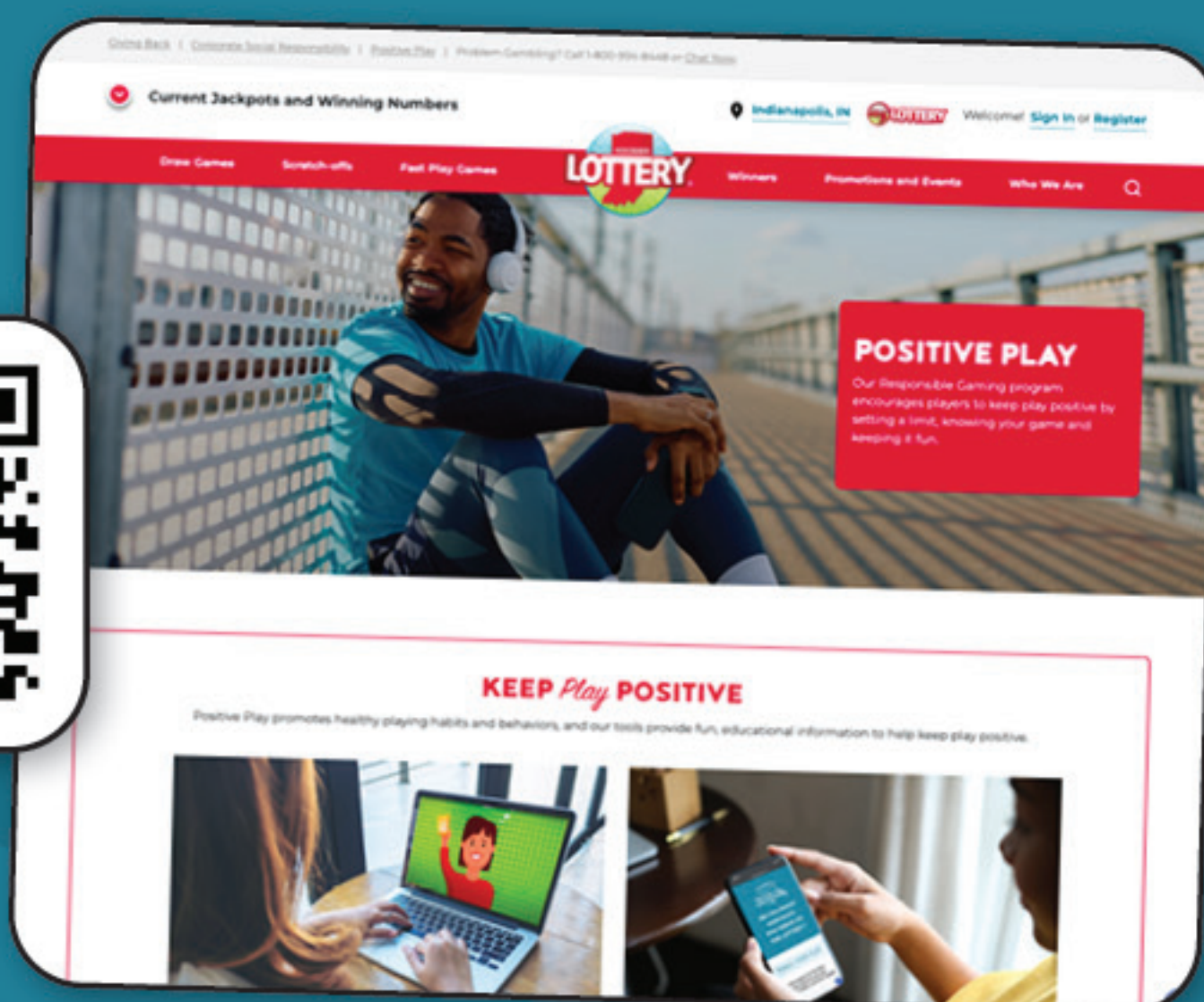
myLOTTERY members can enter for a chance to win 2026-2027 Colts Club season tickets and up to \$250,000 during an on-field promotion. Encourage players to enter at

[HoosierLottery.com/Colts](https://www.HoosierLottery.com/Colts)

Enter by October 21, 2025



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



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](https://www.HoosierLottery.com/RedeemingCoupons)

Promotion odds are dependent upon the number of entries received.



	TV	Radio	Social Media	Outdoor
Cash POP™		✓	✓	✓
Fast Play	✓	✓	✓	✓

September Point of Sale

Scratch-offs

- ☐ Ticket Inserts

JURASSIC PARK

- ☐ Dispenser Bridge Toppers
- ☐ ESMM Topper
- ☐ Change Mat
- ☐ ITVM Topper
- ☐ Entry Door Decal
- ☐ Cooler Cling
- ☐ Fountain Mat
- ☐ Floor Talker
- ☐ GEMINI Decal
- ☐ Glass Cling

Fast Play

- ☐ Lighted Bread Box Sign
- ☐ Info Cards
- ☐ GT20 Front Topper
- ☐ Change Mat

Champions of Play

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



September 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

1 \$50 COLOSSAL CASH # 2522	2 \$50 LUXE MILLIONS # 2576	3 \$50 \$2,000,000 ULTIMATE # 2575	4 \$50 EXTREME CASH BLOWOUT # 2574
5 \$25 CASHWORD # 2590	6 \$25 RED HOT MILLIONS # 2478	7 \$25 SUPER CASH BLOWOUT # 2585	8 \$25 THE MONEY # 2573
9 \$25 EMERALD MINE # 2558	10 \$25 THE MONEY # 2571	11 \$25 CHROME # 2509	12 \$25 INDIANA CASH BLOWOUT # 2568
13 \$25 STACKS OF CASH # 2596	14 \$25 \$38,000,000 SPECTACULAR # 2588	15 \$25 10 YEARS OF CASH # 2578	16 \$25 DIAMOND DASH # 2582
17 \$5 FAT WALKER # 2582	18 \$5 JURASSIC PARK # 2591	19 \$5 Near 9 # 2542	20 \$5 LUCKY DOG # 2587
21 \$3 Cherry Crossword # 2566	22 \$3 MONSTER MASH # 2594	23 \$3 HIGH VOLTAGE DOUBLER # 2592	24 \$3 \$500 FALL FUN # 2593

Scratch-offs to pull from your 24 Bin Self-Service Machines September 2



28 Bin Set

1 \$50 COLOSSAL CASH # 2522	2 \$50 LUXE MILLIONS # 2576	3 \$50 \$2,000,000 ULTIMATE # 2575	4 \$50 7 # 2476
5 \$25 EXTREME CASH BLOWOUT # 2574	6 \$25 EMERALD MINE # 2558	7 \$25 SUPER CASH BLOWOUT # 2585	8 \$25 Diamond Payout # 2506
9 \$25 EVERETT # 2543	10 \$25 THE MONEY # 2573	11 \$25 RED HOT MILLIONS # 2478	12 \$25 CASHWORD # 2590
13 \$25 THE MONEY # 2571	14 \$25 STACKS OF CASH # 2596	15 \$25 Cherry Crossword # 2459	16 \$25 INDIANA CASH BLOWOUT # 2568
17 \$25 CHROME # 2509	18 \$25 \$38,000,000 SPECTACULAR # 2588	19 \$25 10 YEARS OF CASH # 2578	20 \$25 Near 9 # 2542
21 \$5 FAT WALKER # 2595	22 \$5 JURASSIC PARK # 2591	23 \$5 LUCKY DOG # 2587	24 \$5 DIAMOND DASH # 2582
25 \$3 Cherry Crossword # 2566	26 \$3 MONSTER MASH # 2594	27 \$3 HIGH VOLTAGE DOUBLER # 2592	28 \$3 \$500 FALL FUN # 2593

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



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.



On Sale
Sep 21

How to play:

\$1 5X the Money

- Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win prize shown for that number.
- Find a "2X" symbol, win 2 times any prize won above!
- Find a "5X" symbol, win 5 times any prize won above!

\$5 Magnificent Multiplier

- Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win the PRIZE shown for that number.
- If a PRIZE is won, multiply your PRIZE by the MAGNIFICENT MULTIPLIER shown for that ROW.

\$30 \$75,000 Cash Vault

- Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win prize shown for that number.
- If you win a PRIZE, multiply all PRIZES won by the MULTIPLIER VAULT.
- If all five numbers in a BONUS VAULT match five of your WINNING NUMBERS, win the prize shown in that BONUS VAULT.
- Each BONUS VAULT plays separately.

\$10 Platinum Payout

- Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win prize shown.
- If the matching YOUR NUMBER appears in a (MONEYBAG), add \$25 to your PRIZE won!

