



September 2021

Retailer Playbook

Volume 9 • Issue 9

NEW GAMES!



Estimated Overall Odds: \$1 Loose Change® 1 in 4.50 • \$2 Double Win 1 in 4.36 • \$5 Hit the Jackpot 1 in 3.90 • \$20 Triple Red 777 1 in 3.54

DID YOU KNOW?

POWERBALL®
DOUBLE PLAY

PLAYERS CAN ADD DOUBLE PLAY® FOR AN ADDITIONAL \$1 PER PLAY TO THEIR POWERBALL® TICKET FOR A CHANCE TO WIN UP TO \$10,000,000!

PLAYERS CAN ADD BOTH DOUBLE PLAY AND POWER PLAY TO THEIR POWERBALL TICKET.

WHEN PLAYERS ARE PURCHASING THEIR POWERBALL TICKET,
ASK IF THEY WOULD LIKE TO ADD DOUBLE PLAY!

Overall Odds: Powerball® 1 in 25 • Double Play® 1 in 25. Must be 18 or older to play. Please play responsibly. Problem Gambling Helpline: 1-800-994-8448

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

\$20 Triple Red 777 #2422

- Estimated Overall Odds: 1 in 3.54
- Win up to \$500,000!
- Win up to triple your prize
- 30 chances to win
- Ticket length: 10"
- Pack size: 30



\$5 Hit the Jackpot #2428

- Estimated Overall Odds: 1 in 3.90
- Win up to \$150,000!
- Win 5 times the prize
- Win \$50 instantly
- 20 chances to win
- Ticket length: 8"
- Pack size: 100

\$2 Double Win #2427

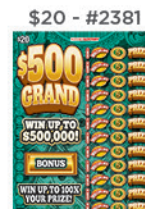
- Estimated Overall Odds: 1 in 4.36
- Win up to \$20,000!
- Win 2 prizes at once
- 2 scenes to play
- **Ticket length: 5"**
- Pack size: 100



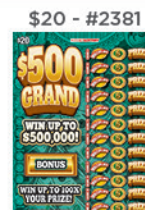
\$1 Loose Change® #2440

- Estimated Overall Odds: 1 in 4.50
- Win up to \$1,000!
- Ticket length: 2.5"
- Pack size: 200

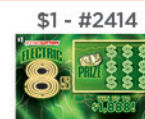
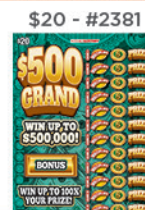
44 & 40 Bin Sets



36 Bin Set



32, 28, 24 Bin Sets & Self Service Machines



Retailer Policy Manual Update:

The Hoosier Lottery Retailer Policy Manual is your resource for the rules and regulations that you agree to as a licensed Hoosier Lottery retailer.

We will periodically update to cover necessary additions and changes for:

- | | |
|-----------------------------------|-----------------------|
| Games Ticket redemption | Prize payments |
| Marketing | Promotions |
| Equipment | Accounting |
| Commissions and incentives | |

The latest update was completed on August 22, 2021. Over the next few weeks your LSR will deliver a new policy manual to your retail location. Additionally, you may access it online at:

<https://hoosierlottery.com/who-we-are/Retailer-Resources/Policies>

Your Support Team

Customer Service & Player Support for terminal, game information, Self-Service assistance:

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

Instant Ticket Service (ITS) for pack status, ticket delivery, ordering tickets:

1-800-955-6886 (option 3, option 2)

Questions and Suggestions: info@hoosierlottery.com

Stolen tickets/Security issues?

Call the Hoosier Lottery Security Hotline at: 1-800-695-6886, available 24 hours every day.

Visit www.hoosierlottery.com for more information.



SEPTEMBER PROMOTIONAL TOWER

Utilize a Promotional Tower to Maximize Commissions

Maintain the games currently in your tower to promote the Power Family of Scratch-offs:

- \$1 Power 5X
- \$2 Power 10X
- \$5 Power 20X
- \$10 Power 50X

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

Debit Card Best Practices

Debit and credit cards are approved forms of payment for lottery at the discretion of the retailer. As a best practice and security measure, hand keying a credit card number is discouraged. If you must do so, the physical card should be present, and a matching government-issued ID should be verified.

One of the reasons a card might not be readable through the swipe, dip, or tap functions is it's counterfeit. When a card number is manually keyed in, there is no way for the credit 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 credit 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



Responsible Gaming Education Week



September 19-25 is Responsible Gaming Education Week.

The American Gaming Association started Responsible Gaming Education Week as a way for gaming entities to highlight their dedication to responsible gaming initiatives. At the Hoosier Lottery, we will refresh employee training and work with our retailers and players to increase their gambling literacy.

We are celebrating Responsible Gaming Education Week 2021 by launching a new Positive Play video about the odds of our games. If a player asks you about the odds of Hoosier Lottery games, refer them to HoosierLottery.com/positiveplay to view our odds video.

**Do you understand the odds after watching this video?
Let us know at socialresponsibility@hoosierlottery.com**

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

- By updating your credit card hardware and software to accept EMV chip cards, it eases your liability for fraudulent transactions and chargebacks¹

As a lottery best practice, avoid manually keyed transactions whenever possible and encourage card payment use through swipe, dip or tap methods whenever possible.

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

Remind Your Players to Enter!

Enter any eligible, non-winning ticket into the myLOTTERY 2nd Chance promotion on the Hoosier Lottery app or hoosierlottery.com

Upcoming drawing details are listed below. For complete promotion details, please visit hoosierlottery.com/my2ndchance



GOLDEN TICKET EVERLASTING MILLION 2nd Chance Promotion		
7 Winners	Entry Deadline	Drawing Date
Everlasting Million Challenge™ Trip Prize: Retail Value: \$7,500	Monday, April 4, 2022	Wednesday, April 6, 2022

Second chance prize includes:

- Airfare for two (2) to Las Vegas
- Three (3) night hotel room stay
- \$1,000 spending money
- Admission to the Challenge event where the prize winner will participate in the Challenge to win a cash prize from \$1,000 up to \$1,000,000 per year for life.



Don't miss your chance to win up to \$1,000.

Enter the 6-digit code of any non-winning Power Scratch-off to play the Tower of Power digital game. Multiply your 2nd Chance entries up to 5X just by playing!

TOWER OF POWER 2nd Chance Promotion			
5 Winners		Entry Deadline	Drawing Date
\$1 Power 5x	\$100	Monday, October 31, 2022	Wednesday, November 2, 2022
\$2 Power 10x	\$200		
\$5 Power 20x	\$500		
\$10 Power 50x	\$1,000		

September Advertising

	Radio	Digital	Outdoor
Powerball® Enhancements beginning August 22nd	✓	✓	✓

September Point of Sale

Scratch-offs

- ☐ Ticket Inserts
- ☐ ITVM Merch RIGHT Panel
- ☐ Play Center Insert
- ☐ Dispenser Bridget Toppers
- ☐ ITVM Topper

Power Family

- ☐ Tower Topper
- ☐ Fountain Mat*
- ☐ Entry Door Decal*
- ☐ Cooler Door Cling*
- ☐ Glass Cling*
- ☐ GEMINI Decal
- ☐ Standee*
- ☐ Poster*
- ☐ ESMM Topper
- ☐ Play Center Footer

Powerball® Enhancement

- ☐ GEMINI Button Frame
- ☐ Terminal Reference Card
- ☐ How to Play tear pad
- ☐ ITVM/On-Counter Merchandiser Header
- ☐ Play Center Flier
- ☐ Fountain Mat*
- ☐ GEMINI Side Panel
- ☐ Wobbler
- ☐ Change Mat

Fast Play

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

myLOTTERY/Digital

- ☐ Play Center Insert

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

September 2021 24 Bin/Self-Service POG

The Hoosier Lottery requires all retailers who have a Self-Service vending machine to follow the 24-bin planogram in their ITVM and/or Gemini.

To aid in this request, the below 24-bin planogram can be torn out and posted inside the vending machine as a convenient reference.

Self-Service equipment is a premium asset and in high retailer demand. Sales performance and planogram compliance are necessary to maximize revenue and maintain placement.

If you have any questions about the games you should be carrying, please contact your LSR today.

CASH ROYALE # 2408	EXTREME CASH # 2369	MEGA BUCKS # 2319	\$25,000 DELUXE CASH # 2394
TRIPLE RED 77¢ # 2422	\$150,000,000 EXTRAVAGANZA # 2162	INDIANA CASH BLOWOUT # 2399	POWER 50X # 2426
\$2,000 LOADED! # 2403	MILLION DOLLAR SPECTACULAR # 2411	\$20,000,000 PAYOUT # 2406	OUT OF THE JACKPOT # 2428
GOLDEN TICKET # 2410	0000 BONANZA # 2398	Cherry Crossword 5X # 2298	POWER 20X # 2425
WINT ALL # 2421	WILD BINGO # 2420	Cherry Crossword Stripper # 2397	POWER 10X # 2424
DOUBLE WIN # 2427	FUNKY 5 # 2413	100% CHANGE # 2440	POWER 5X # 2423

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



NEW Fast Play

ON SALE SEPT 19

How to play:

\$10 Electric 8s

Main Play Area: Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win prize shown for that number.

Electric Numbers Bonus Play Area: Match any of the WINNING NUMBERS to any of the ELECTRIC NUMBERS, win prize shown for that number.

\$5 Money Mania

Match YOUR NUMBERS to the MANIA NUMBERS, win prize amount shown for that number.

\$2 Blazin' Bingo

Match the CALL NUMBERS to the numbers on your CARDS.

Complete a WINNING PATTERN, win the prize for that pattern!

Flames are free spaces.

Only the highest prize may be won.

Each CARD is played separately.

\$1 Flaming Hot Dice

Match the sum of each YOUR ROLL to the sum of the FLAMING HOT ROLL, win the prize amount shown for that ROLL.

Each YOUR ROLL is played separately.

