



March 2025

Retailer Playbook

Volume 13 • Issue 3



**ON SALE
MAR 4**

NEW GAMES

PLAY TODAY!

NEW!
Fast Play

SEE BACK COVER FOR DETAILS



ALL GAMES AVAILABLE MAR 17

Estimated Overall Odds: \$5 10 Years of Cash 1 in 3.98 • \$30 2,000,000 Ultimate 1 in 3.43
 Overall Odds: \$20 Big Money Doubler 1 in 5.15 • \$10 Triple Win 1 in 3.26 • \$10 Cash Connect 1 in 3.30
 \$5 Fire and Dice 1 in 3.46 • \$1 Pocket Change 1 in 3.69

07101.25.GB

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

18+
 TO PLAY



\$30 \$2,000,000 Ultimate #2575

- Estimated Overall Odds: 1 in 3.43
- Win up to \$2,000,000!
- Over \$80 million in total cash prizes
- Loaded with over \$40 million in \$100 to \$500 prizes
- Win up to 10 times your prize
- 5 Bonus Spots
- Ticket length: 11"
- Pack size: 20



\$5 10 Years of Cash #2578

- Estimated Overall Odds: 1 in 3.98
- Win \$5,000 a month for 10 years!
- Win 2 times your prize
- 25 chances to win
- Ticket length: 8"
- Pack size: 100



MARCH 4 BIN FEATURE TOWER

Use a Feature Tower to Maximize Commissions

Maintain the games in your tower to promote the following Multiply the Money Scratch-offs:

- \$20 20X the Money
- \$10 10X the Money
- \$5 5X the Money
- \$2 2X the Money

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.



Lottery Equipment Moves

Please contact your Hoosier Lottery Sales Representative if you need any lottery equipment/asset moved or relocated within your store, including:

- Bin Sets or Menu Boards
- Self-Service vending machines
- ESMM screens (monitors)
- Digital jackpot signs
- Promotional Towers
- Lottery Terminal

Our dedicated service team is trained to safely move the merchandising pieces listed above, avoiding harm to your store or injury to your employees.

We're here to help you!

Scratch-offs to Pull March 4

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

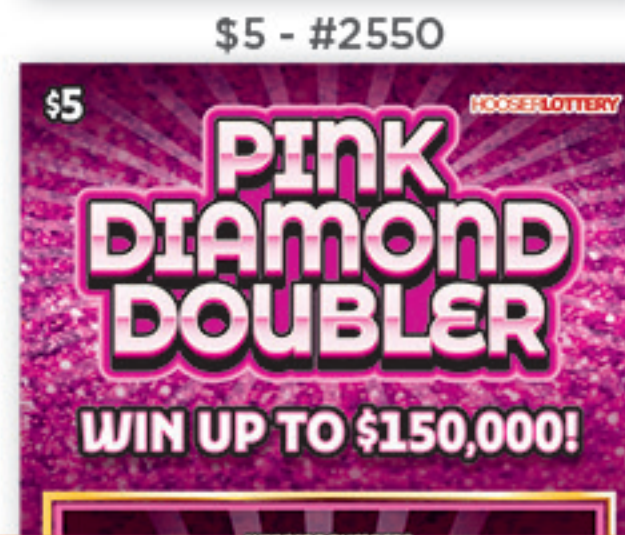
**40
&
44**
Bin Sets



36
Bin Set



32
Bin Set



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
2164	Bingo Frenzy	\$2	1/31/25	3/14/2025	9/10/2025
2527	Wild Cherry Crossword Tripler	\$3			
2529	Indiana Cash Blowout	\$10			
2559	Peppermint Payout	\$1	2/28/2025	4/11/2025	10/8/2025
2560	ELF	\$2			
2555	Holiday Crossword Doubler	\$3			
2561	Merry Multiplier	\$5			
2557	Holiday Cash Blowout	\$10			

- **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 17 - March 28, 2025

From March 17-28, 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.

NOW EVEN MORE MEGA



15

3

9

2X

First
Drawing
April 8th



With automatic multipliers of 2X-10X added to every play



Non-jackpot prizes from \$10 to \$10 million

HoosierLottery.com/MegaMillions

New \$5 Game now Even More MEGA

- Jackpots now starting at **\$50 million!**
- Jackpot odds are now **1 in 290 million.**
- Match 5/5 prizes range from **\$2 million up to \$10 million** with the new built-in multiplier feature!
- Minimum prizes increase to **\$10-\$50**, depending on the multiplier randomly chosen.

Financial Benefits to the Retailer:

- **More than double the selling commission for the same transaction!**
The new \$5 ticket will allow retailers to make \$.30 on every Mega Millions ticket sold.
- Jackpots will be starting at a faster-growing \$50 million.
- These jackpot enhancements can help drive in-store traffic
- 95% of customers purchasing lottery will purchase at least one extra item inside a convenience store
- Quicker transaction times due to built in multiplier
- 86% of Hoosiers are aware of Mega Millions.
- 41% of Hoosiers 18+ bought a Mega Millions ticket within the last year
- Retailers that sell a Mega Millions Jackpot or Mega Millions 2nd Prize ticket (all 5 winning white balls without matching a Megaball) will receive one percent (1%) of the cash value of the prize awarded (up to a maximum of \$100,000 per drawing event)

New Built in Multiplier Feature Included with Every Play

- Built-in automatic multipliers make every non-jackpot win **2X-10X** bigger, automatically!
- **Individual multiplier (2X, 3X, 4X, 5X, or 10X) will be randomly assigned** per board at time of purchase.
- Win a **minimum of \$10 and up to \$10 million** on non-jackpot prizes.
- Multiplier feature replaces the Megaplier option previously offered. A random multiplier is now offered on every line of play.

\$5 Mega Millions® Overall Odds 1 in 23.07
Mega Millions enhancements effective for April 8th drawing.

New Matrix and Prize Table

- Now only 24 numbers to choose from in the Megaball field.
- JUST the JACKPOT™ and Megaplier will no longer be available after the April 4, 2025 Mega Millions drawing.

Match	Base Prize	Odds 1 (in)	Range of Prize Win
Match 5 of 5 + Megaball	Jackpot	290,472,336	Jackpot
Match 5 of 5	\$1,000,000	12,629,232	\$2M-\$10M
Match 4 of 5 + Megaball	\$10,000	893,761	\$20K-\$100K
Match 4 of 5	\$500	38,859	\$1K-\$5K
Match 3 of 5 + Megaball	\$200	13,965	\$400-\$2K
Match 3 of 5	\$10	607	\$20-\$100
Match 2 of 5 + Megaball	\$10	665	\$20-\$100
Match 1 of 5 + Megaball	\$7	86	\$14-\$70
Match 0 of 5 + Megaball	\$5	35	\$10-\$50
Overall Odds 1 in 23.07			
Base Prize not inclusive of multipliers.			



Mega Millions Draw Step Down Schedule

Draw Date	Multi-draws allowed Before Draw Break
March 4th	10 Draws Remaining
March 7th	9 Draws Remaining
March 11th	8 Draws Remaining
March 14th	7 Draws Remaining
March 18th	6 Draws Remaining
March 21st	5 Draws Remaining
March 25th	4 Draws Remaining
March 28th	3 Draws Remaining
April 1st	2 Draws Remaining
April 4th	1 Draw Remaining

Retailer Success: QUICK STOP



Owner: Bimal "Bobby" Dhall

Quick Stop is a small store with BIG lottery sales! Located in the heart of Bedford, IN, on the main artery leading in and out of town, Bimal "Bobby" Dhall is the proud owner of Quick Stop, which he opened in July 2017.

Bobby has capitalized on Hoosier Lottery products as a foundation in building his customer base. He studies and educates himself on all the Lottery categories and can explain to customers how each game is played. Bobby knows how important it is to understand the product you sell. This is why he maintains existing customers and gains new Lottery players.

When it comes to Hoosier Lottery Draw games, Quick Stop is the reigning champ in Fast Play game sales, with a weekly average of \$7,564, which is up 18% over last year. 84% of their total Draw game sales come from Fast Play!

Quick Stop is so successful with Fast Play because:

- **Players are regularly informed about the progressive Jackpot games and the growing amount of each jackpot**
- **Bobby focuses on learning and then encourages sales on the \$30, \$20, and \$10 games**
 - **Selling higher price points equates to more retailer commission, as well**
- **When customers ask for a Powerball, Mega Millions, or CA\$H 5 ticket, Bobby also informs them that they could win a jackpot instantly on one of the Fast Play progressive games. This has resulted in several players making an initial purchase and then quickly turning into regular Fast Play players**
- **He explains to players they can win instantly without waiting for a drawing**
- **Bobby encourages trial by telling customers that Fast Play is a terminal-generated game that plays like a Scratch-off with the benefit of an instant win feature**
- **No financial concern of having to carry inventory**

Bobby is thrilled that Lottery is the anchor of his business. Quick Stop is one of the few retailers that redeem up to \$599 in prizes. Getting these winnings into players hands is a win-win, as his customers regularly make other purchases while in his store playing their favorite Lottery games.



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



Celebrating our Retailers for 35 Years!

Hoosier Lottery Retailer **AL'S SUPERMARKET**

Michigan City, Indiana

Al's Supermarket is a three-store chain in northern Indiana. All three locations have been with the Hoosier Lottery since its inception in 1989. There are two stores in Michigan City and one in LaPorte.

This location in Michigan City is a seasonal store located near the Lake Michigan beach. The traffic gets very heavy in the spring and summer with people leaving the city and escaping to their homes on the lake.

What do you find most exciting about selling the Lottery?

The new Scratch-off launches the first Tuesday of every month. It is always exciting to see the new tickets!

Have you sold any big winning tickets?

We had a \$50,000 Powerball winner on 9/27/2021.

What do you enjoy most about being a lottery retailer?

Having regular customers that come in daily to play their favorite games.

What has been the most impactful change to the way you run your lottery business?

We love the look of our new Lottery display with the lighted menu board and merchandiser.

What have been the biggest changes you have seen regarding lottery over the last 35 years?

All the new Draw games like Cash POP™ and Fast Play, selling a \$50 Scratch-off, and having a GEMINI Self-Service machine that sells Draw games, in addition to Scratch-offs.



Pictured (Left to right) Sarah Garvey (Sales Associate) & Tammy Barth (Front End Customer Service Mgr.)



Al's Supermarket, in Karwick Plaza, Michigan City, Indiana

Big Prize Bonus for Retailers



Owner, Paul Brown and
Lottery Sales Representative,
Zac Manojlovic

Retailers can also earn an additional 1% bonus for selling the winning jackpot or top prize ticket on select Draw games* (up to a maximum of \$100,000 per drawing event). The retailer is compensated after the claim has been paid on the following games and prize tiers:



Powerball® Jackpot

Match all five (5) winning white balls and the winning red Powerball

Powerball 2nd Prize

Match all five (5) winning white balls without matching the winning red Powerball

Powerball Double Play

Match all five (5) winning white balls and the winning red Powerball



Mega Millions® Jackpot

Match all five (5) winning white balls and the winning yellow Mega Ball

Mega Millions 2nd Prize

Match all five (5) winning white balls without matching the winning yellow Mega Ball



Hoosier Lotto® Jackpot

Match all six (6) winning numbers

Hoosier Lotto +PLUS

Match all six (6) winning numbers



CASH 5 Jackpot

Match all five (5) winning numbers



Quick Draw Top Prize

Match all ten (10) winning numbers



Cash4Life® Top Prize

Match all five (5) winning numbers and the Cash Ball. Maximum bonus amount will be \$20,000 per drawing event paid to all retailers who sell a top prize winning ticket(s)

Cash4Life® 2nd Tier Top Prize

Match all five (5) winning numbers without winning the Cash Ball. Bonus will be \$10,000 for each prize awarded with a maximum bonus amount of \$20,000 per drawing event paid to all retailers who sell a winning ticket(s)

Refer to page seven of the Hoosier Lottery Retailer Policy Manual for complete details regarding commissions, incentives, and bonus payments. Thank you for supporting the Hoosier Lottery!

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 at 1-800-955-6886.

Problem Gambling Awareness Month

Every March, the Hoosier Lottery supports the National Council on Problem Gambling's Problem Gambling Awareness Month. As retailers, you play a critical role in ensuring our players keep their play positive. New this year, we are introducing a Player Health Screening with three easy questions for players to understand their player health. In March, players who take the screening can also register to win a Keep Play Positive prize pack.

Customers can take the screening by visiting [HoosierLottery.com/positive-play](https://www.hoosierlottery.com/positive-play)



Did you know?

Approximately 160,000 players visit the Positive Play tools online each year.

Nearly 5,000 people call the Problem Gambling Helpline or use the online Live Chat annually.

Every three years, all Hoosier Lottery employees and all our retailers are given Responsible Gaming training.

The Hoosier Lottery has received World Lottery Association Level 4 Certification for Responsible Gaming since 2016.

Have Responsible Gaming questions? Contact socialresponsibility@hoosierlottery.com for answers

As a team, we all can do our part to make sure our players keep play positive.

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](https://www.hoosierlottery.com/myLOTTERY)



Multiply the Money 2nd Chance

Remind players they can get a second chance at more fun by entering their eligible, non-winning Multiply the Money Scratch-offs into 2nd Chance. myLOTTERY members who enter could win up to \$5,000. Tickets can be entered at [HoosierLottery.com/Multiply](https://www.hoosierlottery.com/Multiply).

Promotion dates:
February 4 - April 29, 2025



NASCAR Powerball® Playoff™

myLOTTERY members can enter for a chance to win a VIP Trip to NASCAR Championship Weekend™ at Phoenix Raceway® and up to \$1 Million! Plus, three winners will also win tickets to the July 2025 NASCAR Race Weekend in Indianapolis. Encourage players to enter for FREE at [HoosierLottery.com/NASCAR](https://www.hoosierlottery.com/NASCAR).

Promotion dates:
March 7 - June 22, 2025



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



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

The Hoosier Lottery app is FREE to download and allows players to build digital playslips, scan tickets, see winning numbers and more. All from the palm of their hands!

Promotion odds are dependent upon the number of entries received.

	Radio	Social Media	Outdoor
Multiply the Money	✓	✓	✓

March Point of Sale

Multiply the Money

- ITVM/ On-Counter Merch Header
- Play Center Footer
- Dispenser Bridge Topper
- ESMM Topper
- Lighted Tower Topper
- Side Panel
- Entry Door Decal
- Cooler Cling
- Drink Mat
- Glass Cling
- Floor Talker
- Gemini Decal
- Gemini Side Panel
- Standee
- Poster
- Play Center Insert



Scratch-offs

- Ticket Inserts
- Change Mat
- ITVM Topper

Fast Play

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



Problem Gambling Awareness Month

- 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.

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

The below 24-bin planogram can be torn out and posted inside the Self-Service machine 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.

Scratch-off Loading Guidelines for Self-Service Machines

1	2	3	4
COLOSSAL CASH # 2522	CASH EXTRAVAGANZA # 2510	\$2,000,000 ULTIMATE # 2575	7 # 2476
5	6	7	8
ELECTRIC 7s # 2543	RED HOT MILLIONS # 2478	LADY LUCK # 2535	POWER 20s # 2514
9	10	11	12
EMERALD MINE # 2558	THE MONEY # 2573	CHROME # 2509	INDIANA CASH BLOWOUT # 2568
10	14	15	16
DOUBLE RED 77 # 2545	THE MONEY # 2571	10 YEARS OF CASH # 2578	CASH VAULT # 2556
17	18	19	20
ICE # 2563	THE MONEY # 2572	Neon # 2542	\$500 WINFALL # 2567
21	22	23	24
Cherry # 2566	THE MONEY # 2569	MONOPOLY # 2565	\$50 FRENZY # 2564

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

Scratch-offs to pull from your Self-Service Machines March 4

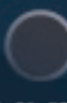


NEW! Fast Play

ALL GAMES
AVAILABLE MAR 17

How to play:

\$20 Big Money Doubler

- Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win prize shown for that number. When a matching number is on a , win DOUBLE the PRIZE shown under the matching number!

\$10 Triple Win

- Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win prize shown for that number.
- Match 3 like PRIZE amounts, win that amount.
- Match 3 like YOUR NUMBERS, win \$50 instantly!

\$10 Cash Connect

- If any of YOUR NUMBERS match any of the CASH NUMBERS, win PRIZE shown in the box where those two lines connect.

\$5 Fire and Dice

- If the sum of your dice in any of YOUR ROLLS is equal to the sum of the dice in the FIRE HOT ROLL, win prize shown for that ROLL.
- Each YOUR ROLL is played separately.

\$1 Pocket Change

- If YOUR CHANGE adds up to \$1.00 or more in the same POCKET, win the prize shown for that POCKET.
- Each POCKET played separately.



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PLAY RESPONSIBLY

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