



January 2025

Retailer Playbook

Volume 13 • Issue 1

MAKE ANY DAY GAME NIGHT

WITH **MONOPOLY**
SCRATCH-OFF &
FAST PLAY GAMES



\$5 MONOPOLY
WIN UP TO \$20,000 INSTANTLY!

	YOUR SYMBOLS	WINNING SYMBOLS
GAME 1		?
GAME 2		
GAME 3		
GAME 4		
GAME 5		
GAME 6		
GAME 7		
GAME 8		
GAME 9		?
GAME 10		

PRIZE LEGEND	
MATCHES	PRIZE
10	\$20,000
9	\$2,500
8	\$500
7	\$100
6	\$50
5	\$20
4	\$15
3	\$10
2	\$5

Fast Play

MONOPOLY™, © & © 1935, 2025 Hasbro

ALL GAMES AVAILABLE JAN 19

Estimated Overall Odds: \$2 MONOPOLY™ 1 in 4.28 • Overall Odds: \$5 MONOPOLY™ 1 in 3.50
MONOPOLY™, © & © 1935, 2025 Hasbro.

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

18+
TO PLAY

\$10 Indiana Cash Blowout #2568

- Estimated Overall Odds: 1 in 9.86
- Loaded exclusively with \$50, \$100 and \$250 prizes!
- 30 chances to win
- Ticket length: 10"
- Pack size: 50



\$5 \$500 Winfall #2567

- Estimated Overall Odds: 1 in 3.92
- Loaded with \$500 top prizes!
- Win double your prize
- 25 chances to win
- Ticket length: 8"
- Pack size: 100



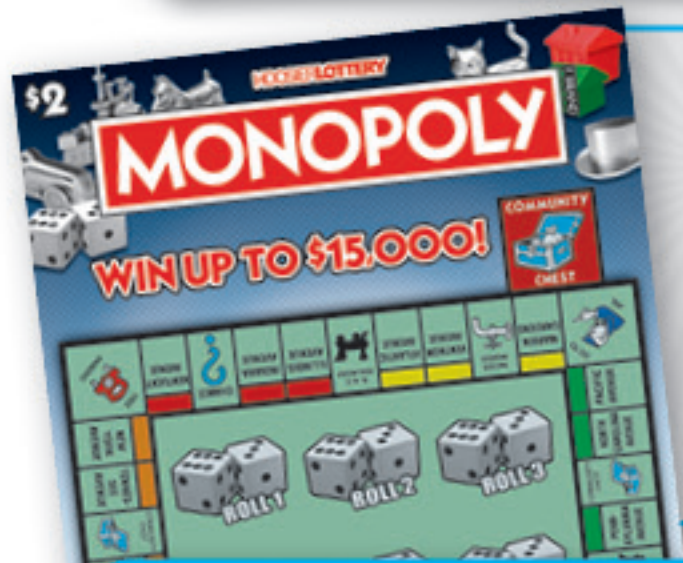
\$3 Wild Cherry Crossword Tripler #2566

- Estimated Overall Odds: 1 in 3.89
- Win up to \$50,000!
- Win double or triple your prize
- Ticket length: 6"
- Pack size: 100



\$2 MONOPOLY™ #2565

- Estimated Overall Odds: 1 in 4.28
- Win up to \$15,000!
- Win \$20 in the Community Chest Bonus Spot
- **Ticket length: 6"**
- Pack size: 100



\$1 \$50 Frenzy #2564

- Estimated Overall Odds: 1 in 4.68
- Loaded with \$50 top prizes!
- Win double your prize
- Win \$10 instantly
- **Ticket length: 3"**
- Pack size: 200



JANUARY 4 BIN FEATURE TOWER

Use a Feature Tower to Maximize Commissions

Change out the games in your tower to promote the following Scratch-offs:

- \$10 Indiana Cash Blowout
- \$5 \$500 Winfall
- \$2 MONOPOLY™
- \$1 \$50 Frenzy

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 January 7

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



ELF and all related characters and elements © & ™ New Line Productions, Inc.

New Year, New Staff Training

Do you have new staff members or current employees who might be looking to better their skills in Lottery operations? Hoosier Lottery has training resources available to fit your training needs.

For quick reference, "How to Play" videos are available on the Hoosier Lottery's YouTube channel at:



To get a hands-on training for your store, work with your Lottery Sales Representative to set up an in-store training session with a Lottery Trainer.

YouTube.com/TheHoosierLottery

Hoosier Lottery Play Policy: Validation of Tickets

REMINDER: Retailers may only redeem prizes for tickets physically presented to the retailer and passing all the validation requirements found in IC 4-30-11-4 and IAC 65-8-2. Photographs, photocopies, or other reconstituted or tampered tickets may not be validated.

- Retailers may be held financially responsible for redeeming prizes from a photograph or copy of a ticket.

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
2523	20X the Cash	\$5	11/29/2024	1/10/2025	7/9/2025
2508	Poker Night				
2552	Monster Mash	\$1	12/27/2024	2/7/2025	8/6/2025
2498	Sapphire 7s	\$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



Celebrating our Retailers for 35 Years!

Hoosier Lottery Retailer **The J-Mart BP**

Wanatah, Indiana

What is the biggest change in lottery you've seen over the years?

“ **The quantity of games available for sale are much greater now.** ”

What have you enjoyed most about selling lottery?

“ **Being able to provide a large assortment of Scratch-offs to our loyal Lottery customers.** ”

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

“ **The new terminal has made the daily transactions much easier.** ”

What has been the most memorable event that involved the Lottery?

“ **Watching a customer win \$500, two times, in the same day!** ”

Is there anything you would like to add?

“ **Thanks to the Hoosier Lottery for always providing free giveaways for our promotional events.** ”



Pictured (Left to Right): Marlene (Owner) & Lois (Clerk)



Celebrating our Retailers

Hoosier Lottery Retailer **Lassus Brothers**

Fort Wayne, Indiana



On Nov. 15, Executive Director Sarah Taylor was at Lassus Brothers in Fort Wayne to present them with a check for \$40,000. The store, located at 12010 US Hwy 24 W, sold a \$4 million winning Mega Millions® ticket for the July 23 drawing. The ticket was claimed by Alfalfa, LLC, on Aug. 26.

In addition, Lassus Brothers received a 35th Anniversary Certificate to celebrate the fact that the company has been a Hoosier Lottery retailer since the lottery began 35 years ago.

“Our retailers are our most important partner. The Hoosier Lottery appreciates the long-term relationship we have had with Lassus over the years. As an organization that prides itself on giving back to Hoosiers, we love that Lassus is a family-owned, Hoosier-owned company. We look forward to continuing this relationship for years to come.”

- Sarah M. Taylor, Executive Director, Hoosier Lottery

Hoosier Lottery Play Policy: Retail Employee

Reminder: Retailer owners, employees, and any relatives living in the same household as a retailer owner or employee, may not purchase Hoosier Lottery products in the location in which they work.

- Retailer owners, employees, and any relatives living in the same household as a retailer owner or employee who are in violation* can be convicted of a Class A misdemeanor, serve up to one year in prison and pay up to \$5,000 in fines.
- Retailer owners, employees, and any relatives living in the same household as a retailer owner or employee, can purchase Lottery products at an **alternate location** that is authorized to sell Hoosier Lottery tickets.
- Hoosier Lottery Security Department investigates all reported violations.



***INDIANA CODE 4-30-12-4**

Retailer or employee of retailer;
relative living in the same household

Sec. 4. A retailer or employee of the retailer or a relative living in the same household with a retailer or employee of the retailer may not purchase a lottery ticket at the premises where the retailer is authorized to sell tickets.



INDIANA CODE 4-30-12-5

Violation; misdemeanor

Sec. 5. A person who violates this chapter commits a Class A misdemeanor.

Retailer Success: SWEET SCOOP MARKET

Located in Whiteland, Indiana, Guri Saraon has been the proud owner of Sweet Scoop Market since June 2021.

The lottery has provided added growth to the business and has impacted his sales in a positive way. Due to the location being nestled within a few neighborhoods, the store gets a significant amount of foot traffic which gives them an edge compared to other stores in town. Rarely does a customer stop in without getting a ticket.

Guri and his team do a great job of keeping bins full for their customers. They thrive on developing relationships with their customers and feel this engagement always has a positive impact on the business. Store Manager, Karen Frankenburger, enjoys interacting with regular, local customers that stop in every day. Upselling and encouraging customers to try new games or reinvest their winnings, continues to help increase lottery sales in the store.



Owner, Guri Saraon and Store Manager, Karen Frankenburger

Sweet Scoop Market has a large game selection in two selling locations within the store for customers. Utilizing our low-profile bins on the front counter, they adhere to the Hoosier Lottery's merchandising standards and planogram offering 44 games including a feature tower. In addition, they have an additional 24 games in a Gemini Self-Service machine located by the front door.



With the newly placed Gemini machine enhancing the lottery presence at the store, their lottery sales have increased 9%, averaging over \$12,000 per week in Scratch-offs which has also increased their commissions in a short period of time.

Winner Awareness, including 8.5x11 posters and clouds, are tastefully displayed for their customers throughout the store. They also accept and place signage letting customers know they accept debit, cash winners up to \$599, have a large playcenter so customers can fill out playslips for their favorite game(s), display an outside facing large digital jackpot sign, and have an abundance of marketing signage placed throughout the store to help drive sales.

Guri and his team are dedicated Lottery partners and collaborate with their Lottery Sales Representative, Stephanie Wood, to maximize their sales growth and business. She provides the store with the right amount of signage to promote responsible play, assists in keeping bins full and making sure correct amount of inventory is available, and is always available to answer questions regarding Lottery products and troubleshoot when there are equipment issues.

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

MYTH or FACT?

Did you know there are many myths surrounding playing Draw games? As retailer partners in our communities, you interact with our Draw game players daily and are the first line of defense to dispel and clarify common Draw game myths.

MYTH: The bigger the Draw game jackpot, the better the odds are of winning

FACT: Draw game odds are based on the number of combinations per drawing, not the number of tickets sold or the size of the jackpot

For example, Powerball has a total 292,201,338 possible number combinations, so each individual ticket has a one in 292,201,338 chance of winning. These types of myths can impact a player's understanding of Draw games, so it is important they have the tools to determine fact from fiction.

To support our players, the Hoosier Lottery team creates resources for players to use to increase their gaming knowledge and answer questions as they arise. We've created an extensive Library of Positive Play videos and resources for players to utilize whenever they need. Have more questions? Follow the QR code to learn more about Draw game odds and other common gambling myths or email 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



Holiday 2nd Chance

\$1 Peppermint Payout, \$2 ELF, \$3 Holiday Crossword Doubler, \$5 Merry Multiplier, and \$10 Holiday Cash Blowout non-winning Scratch-offs can be entered into the Holiday 2024 2nd Chance Promotion giving myLOTTERY members a chance to win up to \$10,000. Encourage players to enter their tickets at HoosierLottery.com/Holiday Promotion ends: 1/13/25



Learn more at HoosierLottery.com/Promotions

Promotion odds are dependent upon the number of entries received.



Scan tickets & more with the **HOOSIERLOTTERY App**

Download from  

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!

Learn more at HoosierLottery.com/app

	TV	Radio	Social Media	Outdoor
MONOPOLY™	✓	✓	✓	✓

January Point of Sale

New Scratch-offs

- Ticket Inserts
- Play Center Insert
- ITVM Merchandiser Right Panel
- Lighted Tower Topper

MONOPOLY™

- Dispenser Bridge Toppers
- ITVM/On-Counter Merchandiser
- Play Center Footer
- Play Center Insert
- ESMM Topper
- Change Mat
- ITVM Topper

Fast Play

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



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.

1	2	3	4
COLOSSAL CASH # 2522	CASH EXTRAVAGANZA # 2510	MEGA MONEY # 2462	7 # 2476
7s # 2543	RED HOT MILLIONS # 2478	LADY LUCK # 2535	POWER 20s # 2514
EMERALD MINE # 2558	INDIANA CASH BLOWOUT # 2568	CHROME # 2509	DOUBLE SIDED DOLLARS # 2551
DOUBLE RED 77 # 2545	\$500 WINFALL # 2567	PINK DIAMOND DOUBLER # 2550	CASH VAULT # 2556
BLACK ICE # 2563	MONEY BAGS # 2554	Neon 9 # 2542	Cherry Crossword # 2566
SUPER 7s # 2553	MONOPOLY # 2565	\$50 FRENZY # 2564	2025 # 2562

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

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



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

NEW! Fast Play

ALL GAMES AVAILABLE JAN 19

How to play:

\$20 Deluxe Cash

- Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win prize shown.
- If you win, multiply your prize by the DELUXE CASH MULTIPLIER.

\$10 Hot Ticket

- Match YOUR NUMBERS to any of the WINNING NUMBERS, win prize shown for that number.
- When the matching number is in a flame, win 2X the prize shown.
- Match a HOT NUMBER to any of the WINNING NUMBERS, win 5X the prize shown!

\$5 MONOPOLY™

- Count the number of times that a YOUR SYMBOL matches a WINNING SYMBOL in a GAME.
- Refer to the PRIZE LEGEND to determine PRIZE won.
- Each GAME is played separately.

\$2 Big Money Bingo

- Match the CALL NUMBERS to the numbers on your CARDS.
- Complete a WINNING PATTERN, win the prize for that pattern!
- Dollar signs are free spaces.
- Only the highest prize may be won.
- Each CARD is played separately.



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

Overall Odds:
\$20 Deluxe Cash 1 in 3.49 • \$10 Hot Ticket 1 in 3.07
\$5 MONOPOLY™ 1 in 3.50 • \$2 Big Money Bingo 1 in 3.10
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