



April 2025

Retailer Playbook

Volume 13 • Issue 4

SCAN FOR



MORE MEGA

NOW EVEN MORE MEGA

First Drawing April 8th

HoosierLottery.com/MegaMillions



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

NEW GAMES!



Estimated Overall Odds: \$1 Trip 7s 1 in 4.54
\$5 All About the Benjamins 1 in 4.12
\$10 Gold Hard Cash 1 in 7.26
07151.25.6B



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



ATTENTION

HOOSIER LOTTERY BANK CHANGE
GOING INTO EFFECT 4/15/25; ACTION REQUIRED

Dear Hoosier Lottery Retailer,

Please be informed that the Hoosier Lottery will transition to a new banking provider in April. We will be moving our banking services from Key Bank to JP Morgan Chase.

What does this mean for you as a retailer:

Beginning April 15, 2025, the Hoosier Lottery weekly EFT (ACH) settlement will no longer originate from our current Hoosier Lottery KeyBank account, it will originate from a new Hoosier Lottery JP Morgan Chase bank account.

Action needed from you as a retailer:

Contact your banking provider to notify them of this change to ensure weekly settlement EFT transfers will be successful.

Information needed to notify your bank:

Company Name: HOOSIER LOTTERY
Company ID: 9031303001
The Hoosier Lottery originates both debit and credit ACH transactions with your bank account.

When can you notify your bank:

Banks can and should be notified immediately to ensure that our ACH Company ID is accurately registered with your system to facilitate smooth processing of future weekly ACH debit and credit transactions.

Should you have any questions regarding this information, please do not hesitate to contact us at 1-800-955-6886 and follow the prompts to the Accounting Department or email us at accounts.receivable@hoosierlottery.in.gov

Launching April 1

\$10 Gold Hard Cash #2577

- Estimated Overall Odds: 1 in 7.26
- Win up to \$200,000!
- Prizes start at \$20
- Win 5 times your prize
- Win \$100 instantly
- 25 chances to win
- Ticket length: 10"
- Pack size: 50



\$5 All About the Benjamins #2581

- Estimated Overall Odds: 1 in 4.12
- Win up to \$100,000!
- Loaded with \$100 prizes
- Win double your prize
- Ticket length: 8"
- Pack size: 100



\$1 Trip 7s #2580

- Estimated Overall Odds: 1 in 4.54
- Win up to \$1,777!
- Win triple your prize
- Ticket length: 2.5"
- Pack size: 200



APRIL 4 BIN FEATURE TOWER

MULTIPLY THE FUN
HOOSIER LOTTERY



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:

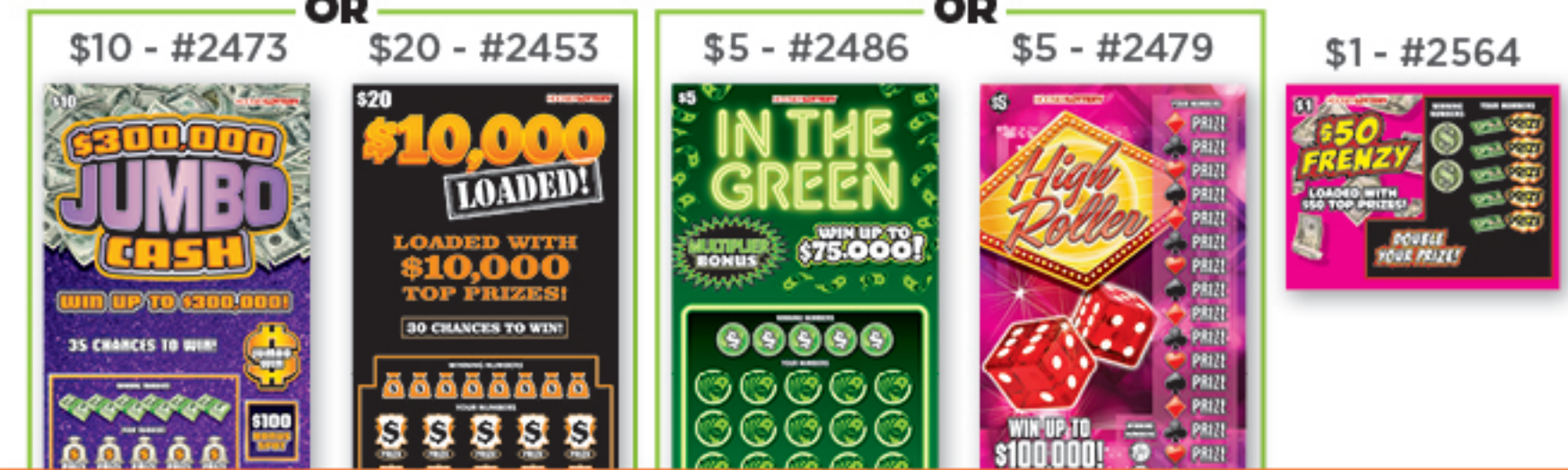
Games carried in the feature tower should be allocated from the planogram

- 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.

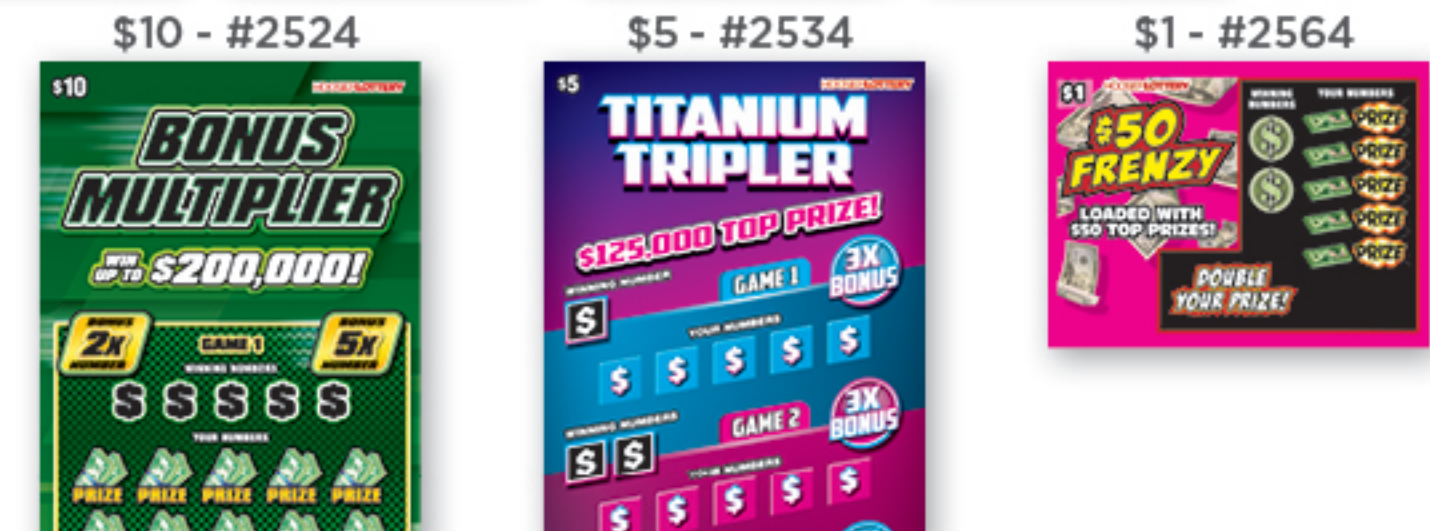
Scratch-offs to Pull April 1

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 & 24
Bin Sets and Self-Service Machines



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 here, avoiding harm to your store or injury to your employees. We're here to help you!

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
2544	Jokers Wild Poker	\$5	2/25/2025	4/8/2025	10/5/2025
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			
2513	Triple Tripler	\$1	4/4/2025	5/16/2025	11/12/2025
2562	2025	\$1			
2501	Power 5s	\$5			
2448	Scorching 7s	\$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

New Customer Information Video

Our players know the Hoosier Lottery is a fun and entertaining experience, but as our retail partner, you know sometimes players have questions and need a little help. When you're unable to answer a question, please know there are a variety of helpful tools for our players online at HoosierLottery.com or in the Hoosier Lottery App. Players can learn about individual game odds and myLOTTERY promotions to retail locations and winning numbers.

Players can even call our customer service line at 1-800-955-6886 daily from 8 a.m. – midnight. They can get automated options like winning numbers or even speak with a live representative. If they don't want to call, players may email their questions to: Info@hoosierlottery.com

All of these resources are featured in our new Customer Information Video

- ✓ HOW TO PLAY
- ✓ ODDS OF WINNING
- ✓ WINNING NUMBERS
- ✓ PRIZE STRUCTURES
- ✓ PROMOTIONS

HoosierLottery.com/PositivePlayVideos

Please refer players to our website to check out the video and learn all the ways the Hoosier Lottery can help them with their questions.

If you need more information about our customer service tools or our Positive Play program, please email SocialResponsibility@HoosierLottery.com.

Retailer Success: Amoco Express



Amoco Express is located on Main Street in the heart of downtown LaPorte with a lot of competition within a few square miles; however, emphasizing friendly service, creating an upbeat vibe and a welcoming atmosphere makes this a Lottery destination for players. They are experiencing a total sales increase of 25% versus last year, while other area retailers are up 1%.

In addition to creating a positive atmosphere, they always participate in Ask For the Sale promotions. The morning shift created a competition amongst themselves during the Cash POP™ Ask For the Sale promotion, explaining how the game works and educating players. Because of this suggestive selling they are averaging \$1,500 per week in sales and rank 5th in our North Division in Cash POP sales for the year.

Amoco Express knows the power of advertising by positively promoting winner awareness. This is evident by all the winner posters and clouds displayed throughout the location. They proudly display their “big win” posters in the front windows for all their customers to see when entering the parking lot.

Fast Facts about Amoco Express:

- 48 bins on the counter, a Gemini and an ITVM for a total of 96 access points.
- 13-week total sales average of \$24,000
- Scratch 13-week average is \$20,000
- \$50 Scratch-off is 35% of their Scratch-off sales - adding extra facings on both games has increased the sales on the price point.
- The owner asked for a second Self-Service machine to increase sales and to be able to double face more games. The ITVM was placed in November 2024. Currently this location is +30% on Scratch-off sales this quarter.
- Management keeps all access points full and wants to be known as the retailer that carries the most variety in LaPorte.



Notable winning tickets purchased from Amoco Express in 2024:

November 8, 2024:

A \$500,000 top prize on \$50 Colossal Cash was sold at this location!

The customer that won is a regular and stops in daily to play. Everyone was very excited for him as the clerks and management celebrated this win.



October 18, 2024:

A \$50 Cash Extravaganza \$10,000 winner was sold to a regular customer that stops in weekly to play Lottery and chat with the staff.



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 **The Bottle Shop**

Richmond, Indiana



Pictured (Left to Right): Mike Ripperger (Owner), Kellie Ripperger (Daughter), Kyle Ripperger (Son, Manager), and Tyler Ripperger (Son)



Redbird Café - 35 Years



Gavin & Sarah Collins, of Redbird Café, receiving their 35th Anniversary Certificate

7-11 - 35 Years



Lottery Service Representative, Leslie Bloom, presenting Owner, Mindy Casper of 7-11 #21961, with her 35th Anniversary Certificate

What do you appreciate most about the Lottery?

The Lottery is a traffic driver for us. It is a product our customers enjoy purchasing. The Lottery sparks conversations and engagement with patrons of our store. We have regular Daily players who show us when they win or come close to winning.

What do you enjoy the most about the Lottery?

We have a lot of local customers that count on us to be their lottery partner. Our players are extremely loyal and want a location that understands the games and can educate them on how to play them.

April Advertising

	TV	Radio	Social Media	Outdoor
Mega Millions®	✓	✓	✓	✓

April Point of Sale

Mega Millions®

- ITVM/On Counter Merch Header
- Play Center Footer
- Play Center Flier
- How to Play Tear Pad
- Terminal Reference Card
- Change Mat
- GEMINI Side Panel
- GT20 Front Topper
- GEMINI Decal
- Fountain Mat
- Glass Cling

Scratch-offs

- Ticket Inserts
- Play Center Insert
- ITVM Merch. Right Panel
- Dispenser Bridge Toppers
- ITVM Topper

Multiply the Money

- Lighted Tower Topper
- Entry Door Decal
- Cooler Cling
- Floor Talker
- Standee
- Poster

Fast Play

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

Financial Literacy

- ESMM Topper

NASCAR Powerball® Playoff™

- 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.

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



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

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.
Promotion dates:
March 7 - June 22, 2025



Grand Slam Giveaway

myLOTTERY members can enter for a chance to win a Wrigley Field fan experience. Plus, 10 others will win box seats to other ballparks across Indiana.

Encourage players to enter for FREE at HoosierLottery.com/Baseball
Promotion ends: June 16, 2025



Learn more at HoosierLottery.com/Promotions

Promotion odds are dependent upon the number of entries received.

April 2025 24 Bin/Self-Service POG

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

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 April 1



Hoosier Lottery Draw Times

Game	Draw Days	Sales Cut-off Time	Draw Time Around	Winning Numbers Posted Around	Cancellable
POWERBALL	Mon, Wed & Sat	9:58 PM	11:00 PM	11:20 PM	No
MEGA MILLIONS	Tues & Fri	10:44 PM	11:00 PM	11:20 PM	No
HOOSIER LOTTO	Wed & Sat	10:39 PM	11:00 PM	11:20 PM	No
CASH 4 LIFE	Daily	8:45 PM	9:00 PM	9:20 PM	No
CASH FIVE	Daily	10:39 PM	11:00 PM	11:20 PM	Yes, without EZ No, with EZ
CASH POP	5 Drawings Daily	Morning: 9:20 AM Matinee: 1:20 PM Afternoon: 3:20 PM Evening: 7:20 PM Late Night: 11:20 PM	Morning: 9:30 AM Matinee: 1:30 PM Afternoon: 3:30 PM Evening: 7:30 PM Late Night: 11:30 PM	Morning: 9:40 AM Matinee: 1:40 PM Afternoon: 3:40 PM Evening: 7:40 PM Late Night: 11:40 PM	No
QUICK DRAW	Midday: Daily Evening: Daily	Midday: 1:10 PM Evening: 10:39 PM	Midday: 1:20 PM Evening: 11:00 PM	Midday: 1:40 PM Evening: 11:10 PM	Yes, without EZ No, with EZ
DAILY 3 & 4	Midday: Daily Evening: Daily	Midday: 1:10 PM Evening: 10:39 PM	Midday: 1:20 PM Evening: 11:00 PM	Midday: 1:40 PM Evening: 11:10 PM	Yes

All times ET. Powerball® with Power Play®, Mega Millions® with Megaplier® and Hoosier Lotto with +PLUS jackpots update at approximately 2:00 AM

Cashing Hours

Draw games and Scratch-offs can be sold and cashed during retailer hours of operation, except between the hours of 2 AM and 3:30 AM (ET)

Odds vary by player selection. Cash POP is a trademark of IGT.

Retailer Hours of Operation

Individual Lottery retailers determine their own hours of operation and policy regarding the sale and cashing of Hoosier Lottery products.





WORD SEARCH

U J S J W H R T V M U L T I P L Y J S P W M N
N Y C W C W Q L H C Z D N C C O J K R R D U D
G K R I J D Z U R H T X C P T P V M S P H U V
Q O A N S F E F M R O I G C M K D U N I G S O
H O T N Y H O O S I E R L O T T O A O T X P L
A B C E R F R T M Y R E T T O L Y M I M M O C
D Y H R O S R E L I A T E R C O O X L Q I L X
Y A O S Q P P O S I T I V E P L A Y L U J L U
T L F I J U A G O O D C A U S E S S I I J A S
O P F N V N I S H M O F D Q T F X F M C A B U
W A S P C F H G K E P I L S Y A L P A K C R A
E S Y I G S E M A G W A R D Y Q M U G P K E B
R U X Z R E S P O N S I B L E L L T E I P W N
C B J A R T T Z B Y A L P T S A F Z M C O O V
K C Z S E L F S E R V I C E H W I P V K T P C
Z O P L A N O G R A M K S U I W W D I L W Z W

DRAWGAMES
FASTPLAY
GOODCAUSES
HOOSIERLOTTO
JACKPOT
MEGAMILLIONS
MULTIPLY
MYLOTTERY
PLANOGRAM
PLAYBOOK

PLAYSLIP
POSITIVEPLAY
POWERBALL
QUICKPICK
RESPONSIBLE
RETAILERS
SCRATCHOFFS
SELFSERVICE
TOWER
WINNERS

