



**CHAMPIONS
OF PLAY**

October 2025

Retailer Playbook

Volume 13 • Issue 10

CHECK OUT OUR NEW GAMES



**ON SALE
OCT 7**



Estimated Overall Odds: \$50 50X the Money 1 in 4.26 • \$20 Power Blitz 1 in 3.77
\$10 Double the Money 1 in 5.04 • \$5 Loteria Grande 1 in 3.76

07451.25.GB



Launching October 7

\$50 50X the Money #2607

- Estimated Overall Odds: 1 in 4.26
- 48 top prizes of \$100,000!
- Win up to 50X your prize
- 2 scenes to play
- 39 chances to win
- Ticket length: 12"
- Pack size: 20



\$20 Power Blitz #2599

- Estimated Overall Odds: 1 in 3.77
- Win up to \$500,000!
- 5 power spots
- Win up to 5 times your prize
- 2 scenes to play
- 35 chances to win
- Ticket length: 10"
- Pack size: 30



\$10 Double the Money #2597

- Estimated Overall Odds: 1 in 5.04
- Loaded with \$500 top prizes!
- Winnings start at \$20
- Loaded with doubled prizes
- 30 chances to win
- Ticket length: 10"
- Pack size: 50



\$5 Loteria Grande #2598

- Estimated Overall Odds: 1 in 3.76
- Win up to \$100,000!
- 2 boards to play
- **Ticket length: 9"**
- Pack size: 100



OCTOBER 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 Double the Money
- \$5 Loteria Grande
- \$2 Monster Mash
- \$1 \$500 Fall Fun

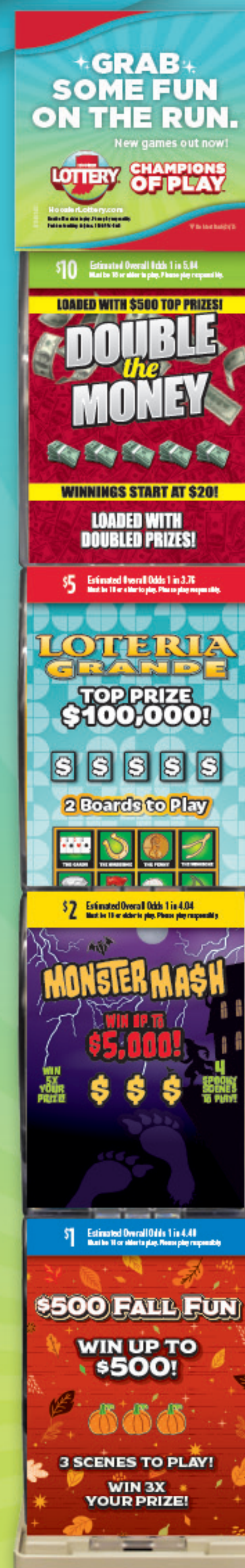
Place the tower, containing product, near the bin set in the transaction area, closest to the primary register to:

- 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

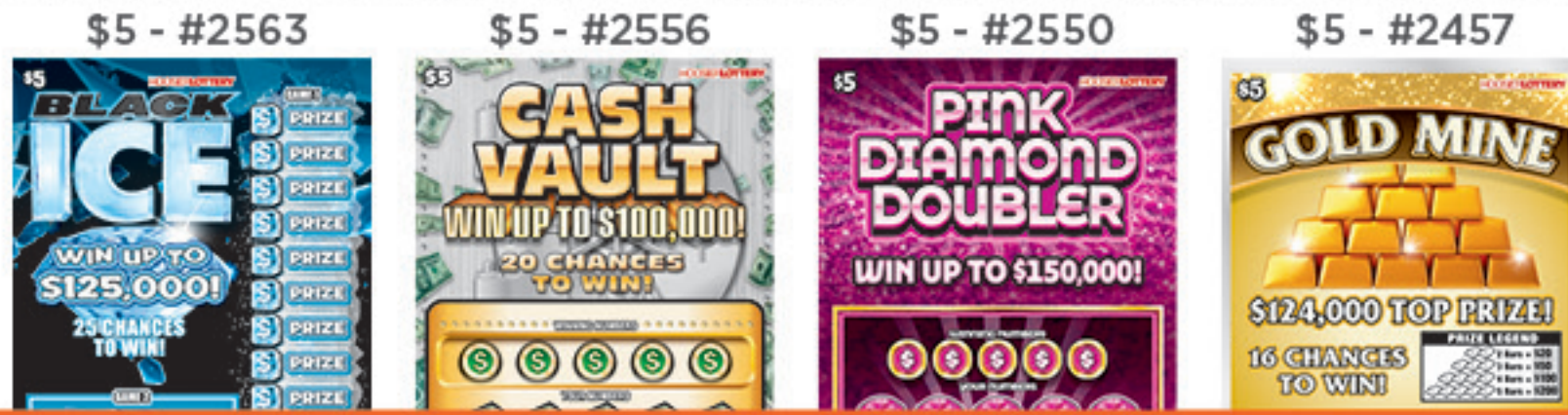
- For example: You have a 32-bin set on the front counter and a 4-bin feature tower. A 36-bin planogram should be followed.



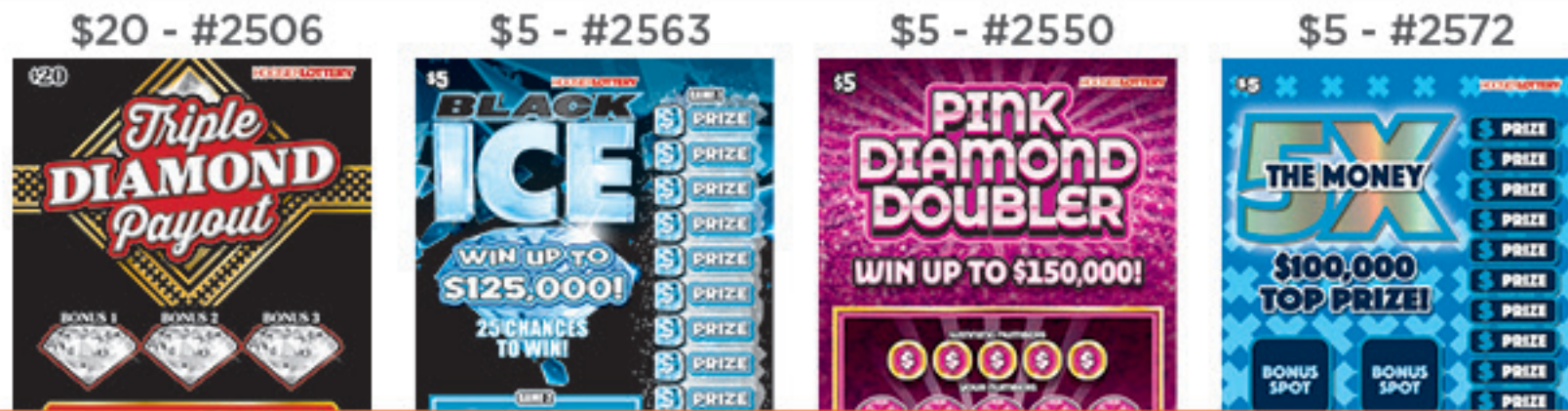
Scratch-offs to Pull October 7

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

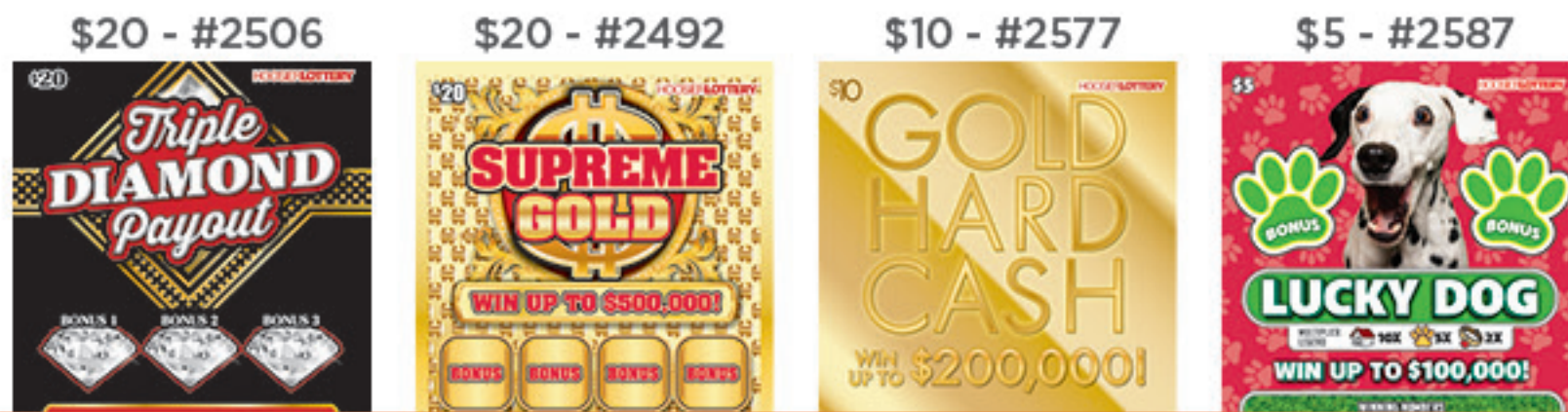
**44
&
40**
Bin Sets



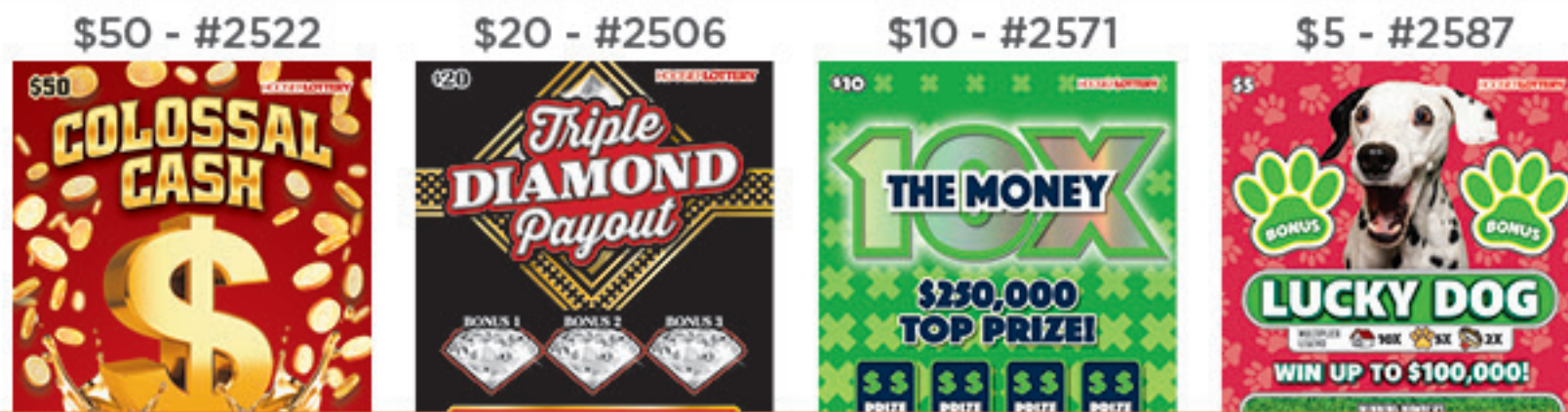
36
Bin Set



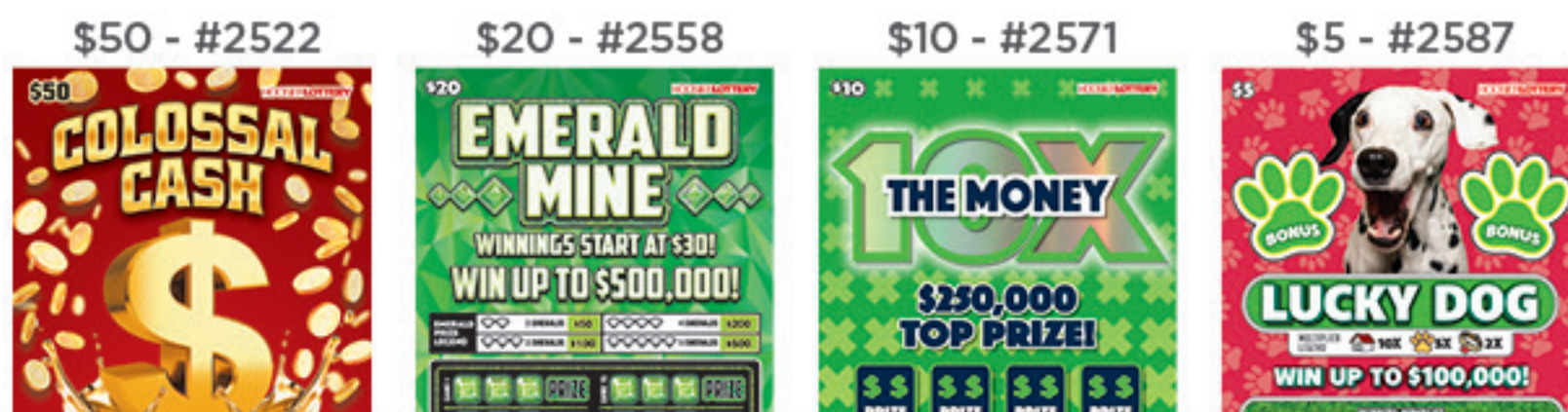
32
Bin Set



28
Bin Set



24
Bin Set 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			
2565	MONOPOLY™	\$2	9/19/2025	10/31/2025	4/29/2026
2532	\$200 Cash Blitz	\$5			
2537	Gold Bar 7s	\$5			
2554	Money Bags	\$5			
2454	Fat Wallet	\$20			

- **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: Multi Store Rajiv Dhawan (Luckie)

Luckie is a strong supporter of the lottery and consistently demonstrates a pro-lottery mindset across all three of his store locations. The owner is highly engaging and always participates in promotions and sales initiatives. His stores frequently host exciting wheel spin events to attract customers and drive excitement at his stores.



Luckie understands the importance of lottery to his stores' overall sales success and how imperative it is to always keep bins full. All of his stores are set to our largest 44-game planogram.

The friendly staff at all locations keep customers coming back and they are great about suggesting games, especially when it comes to new Scratch-offs and Fast Play.

Self-Service is also very important to his small chain. All three locations have Self-Service machines.



Cashiers play a vital role in assisting customers with snacks, fuel, and tobacco purchases, while also supporting lottery players with Scratch-offs, quick picks, and questions. These interactions, while important, can slow down checkout lanes during busy times. Since their primary goal is to keep lines moving efficiently, offering additional options for lottery play can make a big difference.

At these locations, the addition of Self-Service machines has improved traffic flow and enhanced the customer experience. It provides players with a dedicated space to enjoy their favorite games without holding up the main checkout line. One enthusiastic player described how they celebrate wins at the counter of the New Albany store and then head to the Self-Service machine to keep the fun going.

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



ASK FOR THE SALE PROMOTION

October 20 - 31, 2025

From October 20 - 31, 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.

HOW TO SELL FAST PLAY

**PLAYS LIKE A SCRATCH-OFF
WITHOUT THE SCRATCHING!**

A variety of games starting at \$1

Fast Play can be a consistent sales driver in your store, and a lot of fun for your customers to play. The instant win feature provides the excitement of a Scratch-off with fun play options for your customers. And there is no incremental inventory.

Implement the strategies and best practices below to increase your Fast Play sales and maximize your commissions today!

Strategies to Drive Fast Play Sales:

- Press the Fast Play "Display to Player" button to:
 - o Help players make game choices
 - o Promote games to customers during long checkout lines
- Pick a Fast Play game that's easy to understand and quickly explained to new players
- Suggest our progressive jackpot games, offering a jackpot that grows with every ticket purchase

Sales Best Practices:

- Ask for the sale!
- Reference Marketing materials to help showcase Fast Play offerings
- Ensure all Store Associates know how to operate the Lottery terminal and the "Display to Player" screen, the benefits of Fast Play, and how to generate tickets

Remind players they can get a second chance at a win by entering their eligible, non-winning Fast Play tickets at HoosierLottery.com/myLOTTERY

Ideal Scratch-off Display Positioning Can Benefit You

Scratch-off display positioning in stores is important because it can increase sales, brand recognition, and customer engagement. When the display is placed strategically, it can be more visible to customers, which can lead to impulse Scratch-off purchases and increased sales.

The Scratch-off display must be placed in the transaction area next to the most used register. When located in this “first” or “best” position, customers are more likely to see our product, prompting them to make a purchase they may not have initially considered.

As stated in the Hoosier Lottery Retailer Policy Manual, page 3:

B. SCRATCH-OFF GAMES

2) Selling Scratch-Off Game Tickets

- a. Retailers shall stock and maintain an adequate Scratch-off inventory in Lottery provided or approved Ticket dispensers, which shall be displayed near a cash register, customer service desk, or other final point of purchase at Retailer’s sales location.

Maximize Your Quarterly Incentive Earning Potential

Each quarter, retailers can earn money through the Hoosier Lottery Quarterly Incentive Program. There are four requirements that must be met to receive payment:

1. Minimum average weekly volume of \$1,000
2. Minimum of 16 bins carried in your primary display
3. Promotional Tower Placement
(with separation from the main display)
4. Display in “first” or “best” position



When you improve in any of these four categories, your quarterly payout could increase, per the percentages listed in the grid below.

- If your Scratch-off dispensers are in the “first” or “best” position, you have met that criterion for all four payout levels
- Conversely, if your display is not in the best position, you will not qualify for a quarterly bonus

Requirement	BRONZE	SILVER	GOLD	PLATINUM
Minimum average Weekly Volume Achieved	\$ 1,000	\$ 1,500	\$ 1,750	\$ 4,000
Minimum number of Scratch-offs in main counter display (doesn't include bins in Feature Tower)	16	24	24	32
4 bin Feature Tower with product separated from main counter display	Optional	Optional	Required	Required
Scratch-off ticket dispensers located in the best position next to primary point of purchase	Required	Required	Required	Required
% of Payout for Scratch-off Validation-Based Sales	0.25%	0.35%	0.50%	1.00%



Benefits of the Lottery Category

Did you know that 95% of lottery customers buy at least one extra item inside a convenience store when making their purchase?

- The overall basket size by lottery customers is \$10.35
- Those customers not buying lottery spend only \$6.29

Lottery drives additional sales in your store. First placement is essential to maximize impulse purchase potential.

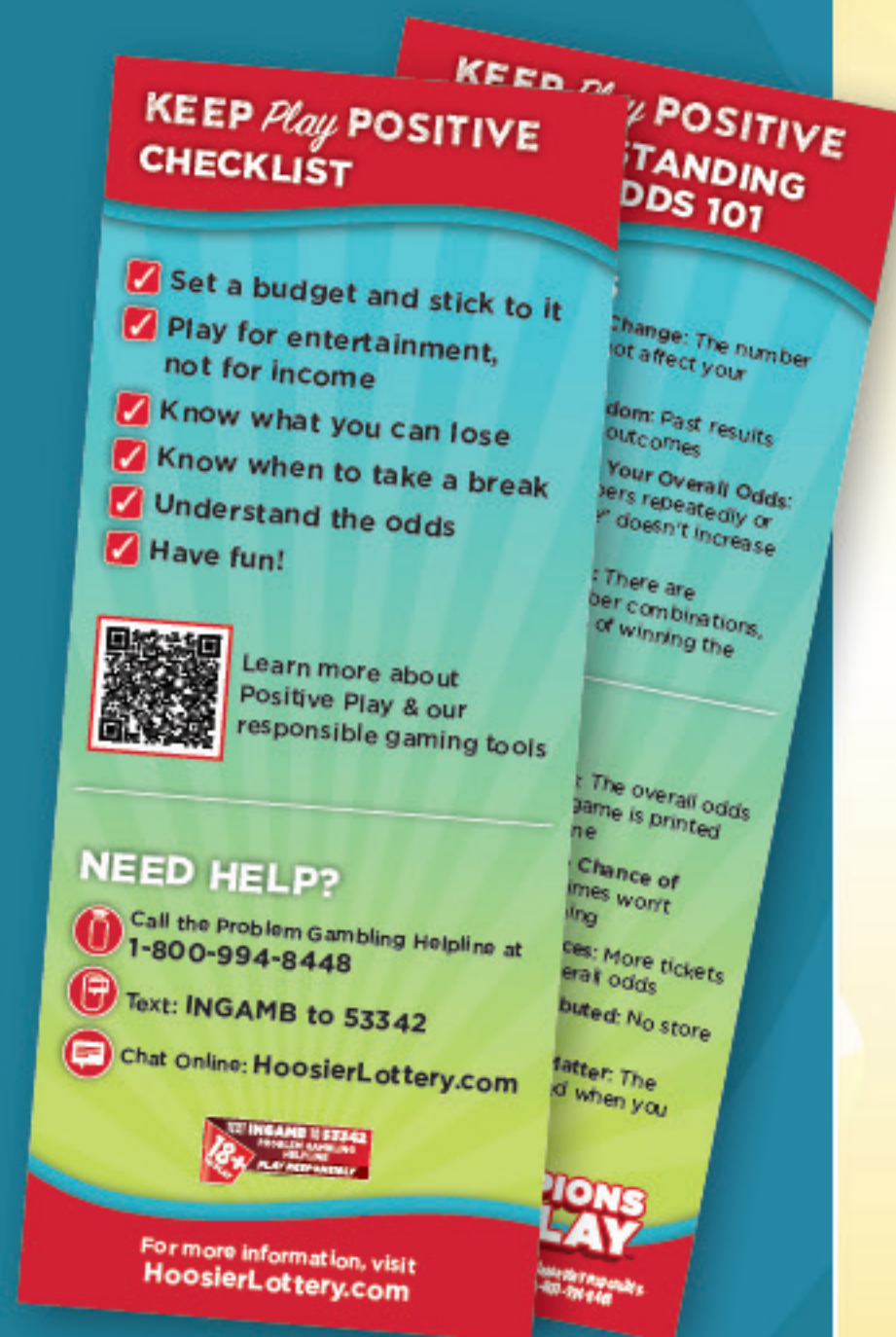
Promoting Positive Play: Help Customers Set a Budget

Retailers across Indiana are the face of the Hoosier Lottery for thousands of players every day. These connections you have create a valuable opportunity to encourage positive play. One of the most effective ways to support responsible gaming is by reminding players to set a budget before they play.

The Hoosier Lottery's Keep Play Positive program emphasizes that lottery games should be fun and entertaining, not a way to make money. One of the key ways to Keep Play Positive is by setting a budget. Encourage customers to:

- **Keep track of what they spend**
- **Use only extra, discretionary income**
- **Avoid trying to win back or chase losses**

To help support our Positive Play messaging, a new "Understanding the Odds" flyer is now available at all retail locations. This easy-to-read handout helps players understand how lottery odds work and reinforces key responsible gaming tips from the Keep Play Positive Checklist. It's a great resource to share with players, especially those who are curious about how games work or who may benefit from a reminder to play responsibly.



For more tools and resources, including our Budgeting Tools and Resources video, visit the Hoosier Lottery Positive Play page at: HoosierLottery.com/PositivePlay

By directing players to helpful information and encouraging positive play habits, you're helping create a better lottery experience for all Hoosiers.

*If you have Responsible Gaming questions,
please reach out to
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**



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 at 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
Enter by October 21, 2025



Fast Play 2nd Chance

Players can get a 2nd Chance at a Fast Play win! For a limited time, ANY non-winning Fast Play ticket purchased between Sept. 21 – Nov. 3, 2025, can be entered into the 2nd Chance drawing for a chance to win one of five \$500 prizes. Players can enter for free on the app or at HoosierLottery.com/2ndChance
Enter by November 3, 2025



Learn more at 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

Promotion odds are dependent upon the number of entries received.

	TV	Radio	Social Media	Outdoor
	✓	✓	✓	✓

October 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 Inserts
- ☐ Play Center Footer
- ☐ ITVM/On-Counter Merchandiser
- ☐ Header
- ☐ ITVM Merchandiser Right Panel
- ☐ Poster



October 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.

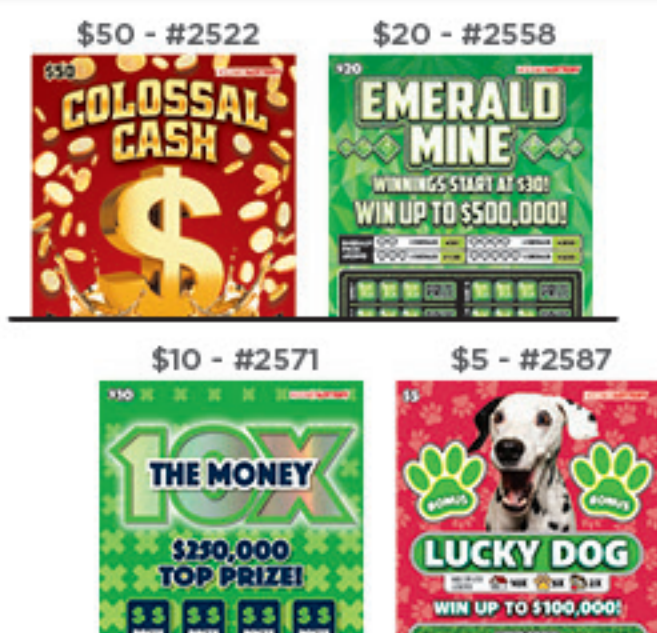
The 24 and 28 bin planograms below can be torn out and posted inside the Self-Service machines as a convenient reference.

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

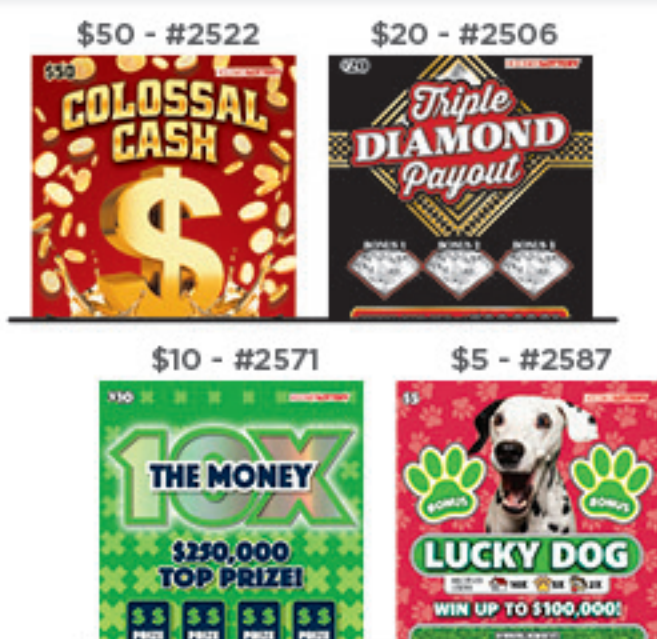
Scratch-offs to pull from your **24 Bin** Self-Service Machines October 7



28 Bin Set

Scratch-offs to pull from your **28 Bin** Self-Service Machines October 7



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.



Draw Schedule

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Nightly Draws							
Multiple Daily Draws							
 Midday & Evening							
 Midday & Evening							
 Midday & Evening							

Play Today!

Overall Odds: Powerball® 1 in 25 • Double Play® 1 in 25 • Mega Millions® 1 in 23.07 • Hoosier Lotto® 1 in 6 +PLUS 1 in 6 • CASH 51 in 11 • EZmatch 1 in 5.1 • Cash4Life® 1 in 8 • Quick Draw 1 in 9.1 • BULLSEYE 1 in 8
Cash POP™, Daily 3, Daily 4 and SUPERBALL odds vary by player selection.
CASH POP™ is a trademark of Brightstar Global Solutions Corporation.
See HoosierLottery.com for more information.