



September 2023

# Retailer Playbook

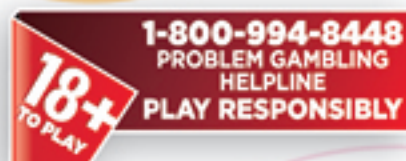
Volume 11 • Issue 9

## NEW GAMES!

Chances to Win  
**INSTANTLY!**



Estimated Overall Odds: \$1 Triple Tripler 1 in 4.57 • \$5 Plus the Money 1 in 3.81 • \$20 \$500,000 Fortune 1 in 3.68



ON SALE **SEPT 5**



All Available September 5

## \$20 \$500,000 Fortune #2505

- Estimated Overall Odds: 1 in 3.68
- Win up to \$500,000!
- Win 10 times your prize
- Win \$100 or \$500 instantly in the Fortune Spots
- Ticket length: 10"
- Pack size: 30



## \$5 Plus the Money #2507

- Estimated Overall Odds: 1 in 3.81
- Win up to \$100,000!
- PLUS symbol adds more money
- Win 2 times your prize
- Ticket length: 8"
- Pack size: 100



## \$1 Triple Tripler #2513

- Estimated Overall Odds: 1 in 4.57
- Win up to \$1,500!
- Win triple or 9 times your prize
- Ticket length: 2.5"
- Pack size: 200



# SEPTEMBER PROMOTIONAL TOWER

## Utilize a Promotional Tower to Maximize Commissions

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

\$1 Thunder Struck  
\$2 Wheel of Fortune  
\$5 Power 5s  
\$10 Chrome

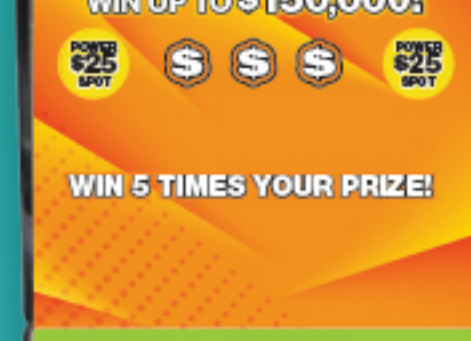
Place the tower, containing product, near the bin set in the transaction area, closest to the primary register to:

- 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.

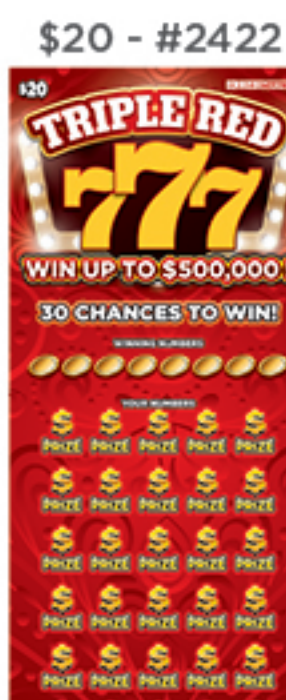




# Scratch-offs to Pull September 5

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

**44, 40  
& 36  
Bin Sets**



**32  
Bin Set**



**28 & 24  
Bin Sets & GT28  
Self-Service  
Machine**



## 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 2 - 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](mailto:info@HoosierLottery.com) • Visit [HoosierLottery.com](http://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
2470	\$3,000 Jumbo Cash	\$1	9/1/2023	10/13/2023	4/10/2024
2471	\$20,000 Jumbo Cash	\$2	9/1/2023	10/13/2023	4/10/2024
2490	Ice Cold 7s	\$3	9/1/2023	10/13/2023	4/10/2024
2463	Aces High	\$5	9/1/2023	10/13/2023	4/10/2024
2394	\$25,000 Deluxe Cash	\$20	9/1/2023	10/13/2023	4/10/2024

- **Last Activation Date:** The last day a confirmed pack can be activated for retail sales
- **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

IMAGINE THAT | 5



# Retailer Success: DAILY FOOD MART

Located in Bloomington, Indiana, Jignesh Patel has been the proud owner of Daily Food Mart since 2016.

The Lottery has provided added growth to their business and has impacted their sales in a positive way. Rarely does a customer stop in to get a ticket without getting something else in the store.



Dee Patel, Pearl Panchal, Kenny Panchal, and Jignesh Patel

Jignesh and his team do a great job of keeping bins full at the counter and in the Self-Service vending machine for their customers. Store personnel, Kenny & Pearl, enjoy interacting with regular customers that stop in every day. They always greet customers by name and with a smile. Upselling and encouraging customers to try new games, or purchase Draw Games when the jackpots grow, continues to help increase Lottery sales in the store.

Daily Food Mart has a vast Scratch-off selection for customers. Utilizing five-inch, low-profile bins they adhere to the Hoosier Lottery planogram, 44 games are offered on the front counter. In addition, they have 24 games in an Instant Ticket Vending Machine located by the front door. Despite the on-going road construction over the last year, their total Lottery sales have exceeded \$320,500, averaging \$5,000 in Scratch-off and \$1,000 in Draw Games sales per week.



favorite game(s), displays an outside facing large digital jackpot sign, and has an abundance of marketing support placed throughout the store to help drive sales.



Jignesh and his team are dedicated Lottery partners. They collaborate with their Lottery Sales Representative, Ben Wildman, to maximize their sales growth and identify business opportunities. Ben provides the store with the correct amount of signage to promote responsible play, assists in keeping bins full and makes sure the correct amount of inventory is available. We appreciate the strong partnership cultivated with Daily Food Mart!



LSR, Ben Wildman and Owner, Jignesh Patel

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



**Did You Know September is Responsible Gaming Education Month?** It's an initiative of the American Gaming Association to promote responsible play. As a Hoosier Lottery retail partner, you stand on the front lines promoting responsible gaming to your customers. Thank you for all that you do!



## RESPONSIBLE GAMING 2023 EDUCATION MONTH

One of the ways you can promote responsible gaming to your customers is through the Hoosier Lottery Positive Play toolkit of resources. We want your customers that play Hoosier Lottery games to know about the many free online resources available at HoosierLottery.com, including our updated Track Your Play Calculator, where they can track their spending, as well as our Positive Play Quiz where they can test responsible gaming knowledge.



**Tips for Winners**, the newest addition to our Positive Play video library, is a great way for players to learn more about what to do if they purchase a winning ticket, where to get questions answered about taxes and other financial changes they may experience, and how to keep their winning experience positive.

**This and other videos in the series can be found here.**



Information on the toolkit is easily shareable with your customers by giving them a Responsible Gaming flyer, located in the PlayCenter in your store.

## EXCLUSIVE myLOTTERY PROMOTIONS

For complete promotion details, please visit [HoosierLottery.com/myLOTTERY](https://HoosierLottery.com/myLOTTERY)



### PLAY THE HOOSIER ROAD TRIP

Ride along on an epic virtual road trip exclusively for myLOTTERY members. Rack up the miles each week and earn badges and entries for monthly prizes. Ends 9/30/23



### ENTER FOR A CHANCE TO WIN SEASON TICKETS TO THE MILL IN 2024!

The Grand Prize winner will receive VIP season tickets to The Mill's 2024 concert season, a \$250 gift card and Hoosier Lottery Prize pack. Two additional Runner-up winners will also receive prizes. No purchase necessary. Ends 10/1/23



### WIN A VIP LUKE COMBS CONCERT EXPERIENCE

Two myLOTTERY members will win the Grand Prize VIP Luke Combs Concert Experience, a myLOTTERY prize pack and the chance to win \$500,000 at a private Luke Combs concert in Nashville. Your FREE myLOTTERY membership unlocks access to this and other exclusive experiences. Ends 9/11/23



### WIN A VIP TRIP TO HOLLYWOOD!

Wheel of Fortune tickets give myLOTTERY members a 2nd Chance to win. Enter your non-winning Wheel of Fortune Scratch-off and Fast Play tickets for the chance to participate in the Mega Money Maker event on the set of Wheel of Fortune and win between \$2,000 and \$1 million! Entry deadline: 11/27/23



### \$1 MILLION IS UP FOR GRABS!

No purchase necessary. myLOTTERY members can enter for a chance to win a Hoosier Lottery prize pack, including Scratch-offs and myLOTTERY premium items, PLUS a chance to become the Powerball® First Millionaire of 2024! Ends 9/10/23



### COLTS GAME CHANGER GIVEAWAY

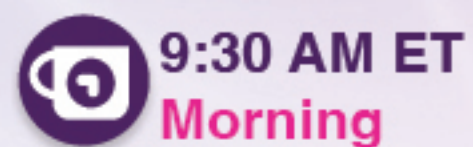
Enter for a chance to win tickets to a Colts game and a chance for the Grand Prize of 2024 Colts season tickets and a chance to win up to \$250,000! Final Entry Deadline: November 26, 2023





Match just **ONE** number from  
1-15 for a chance to win a  
cash prize at least **5X** your wager.

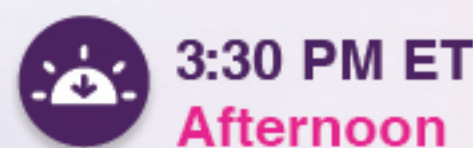
**Wager \$1, \$2, \$5 or \$10 • 5 Daily Drawings**



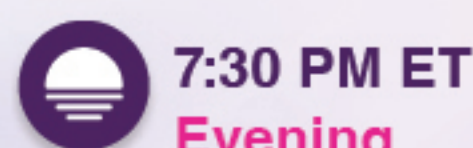
**Purchase tickets by 9:20 AM ET.**



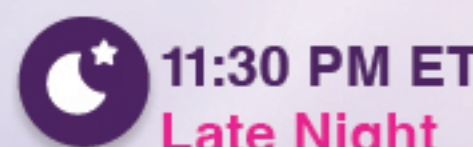
**Purchase tickets by 1:20 PM ET.**



**Purchase tickets by 3:20 PM ET.**



**Purchase tickets by 7:20 PM ET.**



**Purchase tickets by 11:20 PM ET.**

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

## September Advertising

	TV	Radio	Digital	Outdoor
Wheel of Fortune	✓	✓	✓	✓
myLOTTERY Exclusive: Living Lucky with Luke Combs		✓	✓	✓
myLOTTERY Exclusive: Powerball New Years Eve		✓	✓	✓

## September Point of Sale

### Scratch-offs

- ☐ Ticket Inserts
- ☐ ITVM Merchandiser Right Panel
- ☐ Play Center Insert
- ☐ Dispenser Bridge Toppers
- ☐ ITVM Topper
- ☐ Change Mat

### myLOTTERY Exclusive: Powerball New Years Eve

- ☐ How to Participate Tear Pad

### Wheel of Fortune

- ☐ ITVM/On-Counter Merchandiser Header
- ☐ Play Center Footer
- ☐ ESMM Topper
- ☐ GT20 Topper
- ☐ Entry Door Decal
- ☐ Cooler Cling
- ☐ GEMINI Decal
- ☐ Standee
- ☐ Poster
- ☐ How to play tearpad
- ☐ Play Center Insert

### Fast Play

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

### Variety of Games

- ☐ Fountain Mat
- ☐ Floor Talker
- ☐ Glass Cling
- ☐ Tower Topper
- ☐ Lighted Tower Topper

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 2023 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

	1		2		3		4
	5		6		7		8
	9		10		11		12
	13		14		15		16
	17		18		19		20
	21		22		23		24

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 September 5





# NEW

# Fast Play

ON SALE  
SEPT 17

## How to play:

### \$10 Money Doubler (relaunch)

- Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win PRIZE shown for that number.
- If the matched YOUR NUMBER is in a circle, win DOUBLE the PRIZE shown.

### \$5 Cash Stash

- Mark the YOUR WALLETS that match YOUR NUMBERS.
- Complete one of the WINNING PATTERNS, win the prize for that pattern.
- Only the highest prize won will be paid.
- Double your prize if the DOUBLER PATTERN matches the WINNING PATTERN revealed on YOUR WALLETS play area of the ticket.

### \$2 \$20 on the Spot

- Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win prize shown for that number.

### \$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.

