



March 2021

# Retailer Playbook

Volume 9 • Issue 3

# NEW GAMES!

## WIN UP TO \$100,000!



**ON SALE**  
**MAR 2**

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

**18+**  
**TO PLAY**

Estimated Overall Odds: \$2 Money Match 1 in 7.11  
 \$3 Super Duper Bingo 1 in 3.90 • \$5 \$20,000,000 Payout 1 in 3.79

05/01/21

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

## \$5 \$20,000,000 Payout #2406

- Estimated Overall Odds: 1 in 3.79
- Win up to \$100,000!
- Over \$20 million in total cash prizes
- 6 Bonus Games to play
- Win 2 times your prize
- Ticket length: 8"
- Pack size: 100



## \$3 Super Duper Bingo #2405

- Estimated Overall Odds: 1 in 3.90
- Win up to \$40,000!
- Double your prize with a "STAR" symbol
- 6 games to play
- 5 Bonus Numbers
- **Ticket length: 8"**
- Pack size: 100



## \$2 Money Match #2404

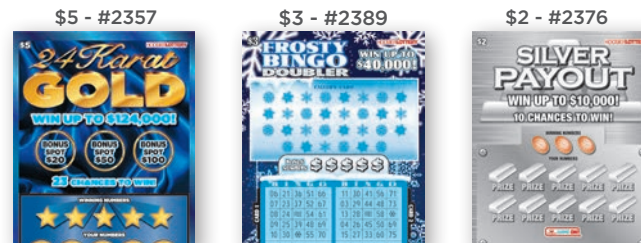
- Estimated Overall Odds: 1 in 7.11
- Win up to \$10,000!
- Prizes start at \$5
- Win 5 times your prize
- Enter non-winning tickets into the Game On! promotion
- Ticket length: 4"
- Pack size: 100



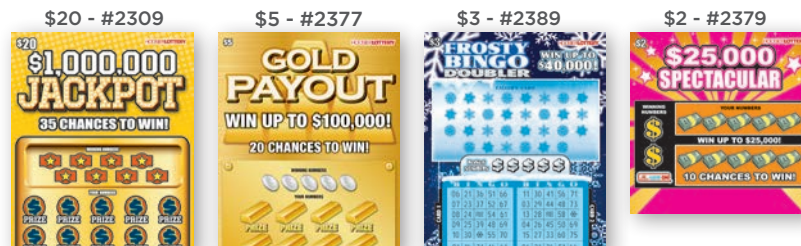
**44**  
Bin Set



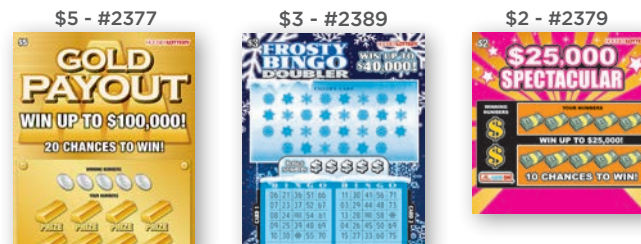
**40**  
Bin Set



**36**  
Bin Set



**32, 28, 24**  
Bin Sets &  
Self-Service  
Machines



## Your Support Team

**Customer Service & Player Support for terminal, game information, Self-Service assistance:**  
1-800-955-6886, between 8:00 a.m. and 12:00 a.m. (midnight), seven days a week.

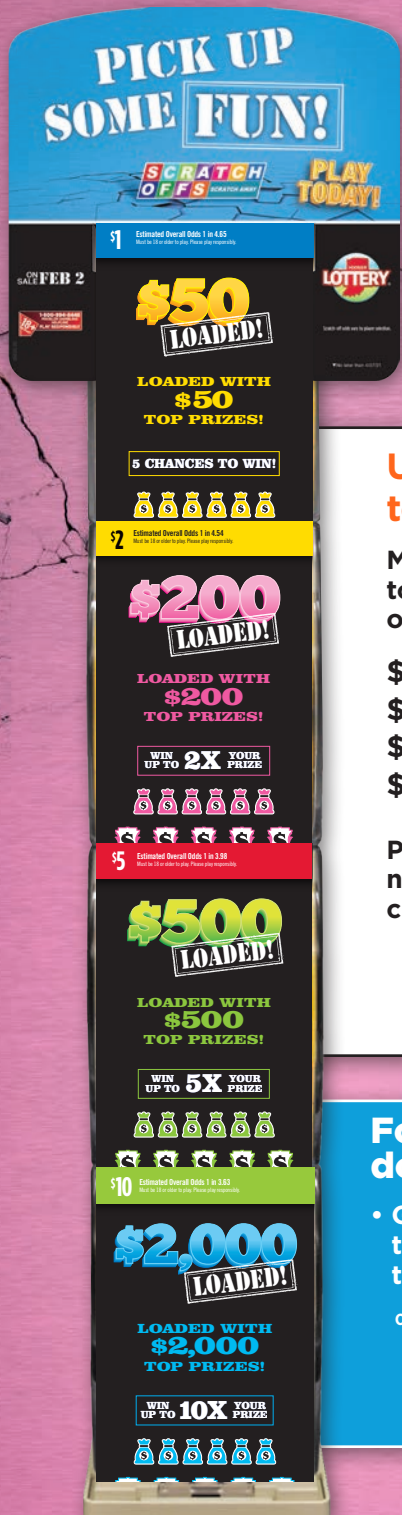
**Instant Ticket Service (ITS) for pack status, ticket delivery, ordering tickets:**  
1-800-955-6886 (option 3, option 2)

**Questions and Suggestions:** [info@hoosierlottery.com](mailto:info@hoosierlottery.com)

**Stolen tickets/Security issues?**

Call the Hoosier Lottery Security Hotline at: 1-800-695-6886, available 24 hours every day.

Visit [www.hoosierlottery.com](http://www.hoosierlottery.com) for more information.



# March Promotional Tower

## Utilize a Promotional Tower to Maximize Commissions

Maintain the games currently in your tower to promote the LOADED Family of Scratch-offs:

- \$1 LOADED \$50**
- \$2 LOADED \$200**
- \$5 LOADED \$500**
- \$10 LOADED \$2,000**

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.



# TOGETHER, WE CAN KEEP PLAY POSITIVE.

- Know your game
- Set a limit
- Keep it fun

## Do You Know the Signs of Problem Gambling?

March is National Problem Gambling Awareness Month. Can you identify the signs that a customer might exhibit if they are experiencing problematic play? Problem gambling warning sign include:

- Fixating on gambling
- Escaping anxiety or frustration by gambling
- Borrowing money to gamble
- Spending money for essential items – like rent or bills – on gambling
- Hiding gambling purchases from a spouse or loved one

If you observe a player showing signs that gambling has turned into a negative experience, there are many Hoosier Lottery resources you can use to refer the customer to help:

- Problem Gambling Helpline: 1-800-994-8448 – Found on all Hoosier Lottery Scratch-off and Draw Game tickets and can be printed from the Lottery Terminals
- Problem Gambling Brochures – Located in game centers at retail locations
- Hoosier Lottery Website Chat Link – Connects users to chat with a problem gambling counselor
- Auto-transfer to Problem Gambling Helpline – Hoosier Lottery customer service number has an option to automatically transfer a caller to the problem gambling helpline

“ March is Problem Gambling Awareness Month and the Hoosier Lottery is committed to generating revenue to the State of Indiana through the responsible sale of all products. As we champion Hoosier Dreams, big and small, we remind all retailers of responsible play. We want to thank you for helping us provide our players with a safe and positive playing experience.

– Sarah M. Taylor, Hoosier Lottery Executive Director



# Remind Your Players to Enter!

# March 24 Bin/Self-Service POG

Enter all eligible, non-winning Scratch-offs into the myLOTTERY 2nd Chance promotion on the Hoosier Lottery app or [hoosierlottery.com](http://hoosierlottery.com)

**IT'S A 2ND CHANCE FOR PLAYERS TO WIN UP TO \$500!**

**20 WINNERS A MONTH!**

**\$1 ticket = 1 entry  
\$2 ticket = 2 entries**

See upcoming drawing details below.

Please see [hoosierlottery.com/my2ndchance](http://hoosierlottery.com/my2ndchance) for full promotion details and further deadlines and dates.

Game On! my2ndChance® Promotion*			
\$500	\$100	Entry Deadline	Drawing Date
10 Winners	10 Winners	Monday, March 29, 2021	Wednesday, March 31, 2021

Players can enter eligible, non-winning \$1 and \$2 Scratch-off tickets in this promotion. 2nd Chance promotion odds are dependent upon the number of entries received.



The Hoosier Lottery requires all retailers who have a Self-Service vending machine to follow the 24-bin planogram in their ITVM and/or Gemini.

To aid in this request, the below 24-bin planogram can be torn out and posted inside the vending machine as a convenient reference.

Self-Service equipment is a premium asset and in high retailer demand. Sales performance and planogram compliance are necessary to maximize revenue and maintain placement.

If you have any questions about the games you should be carrying, please contact your LSR today.


## March Point of Sale

### LOADED Family

- ITVM/On-Counter Merchandiser Header
- Play Center Footer
- Tower Topper
- Fountain Mat\*
- Entry Door Decal\*
- Cooler Door Cling\*
- Glass Cling\*
- Poster\*
- Standee\*
- GEMINI Decal
- Floor Talker\*

### New Scratch-offs

- Ticket Inserts
- Play Center Insert
- Dispenser Bridge Toppers
- Change Mat
- ITVM Topper

### myLOTTERY/Digital

- Play Center Insert

### Problem Gambling Awareness Month

- ESMM Topper

### Fast Play

- ITVM Merchandiser RIGHT Panel
- Play Center Side Panel
- Tear Pad
- Wobbler
- Terminal Reference Card
- Vending Card
- Lighted Bread Box Sign Fast Play Sign\*
- ESMM Pulley
- Lug-on

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

## Scratch-offs to pull from your Self-Service Machines March 2



# Fast Play

# 2 NEW ROLLING JACKPOTS!

Each game has its own rolling jackpot

Jackpot grows with each ticket purchased

\$10

## EXTREME GREEN

CURRENT ESTIMATED JACKPOT \$XXX,XXX

WINNING NUMBERS



YOUR NUMBERS



HOW TO WIN

Rolling jackpot\* starts at \$30,000

Chance to win 100% of jackpot

\$5

## LIGHTNING CASH

CURRENT ESTIMATED JACKPOT \$XXX,XXX!

PLAY AREA



Rolling jackpot\* starts at \$15,000

Chance to win 100% of jackpot

## ON SALE MAR 21

\$2

WIN UP TO \$3,000

## POKER CLUB

NEW!



\$2

WIN UP TO \$2,500

## Backyard BINGO

CARD 1  
LINE: \$2 4 CORNERS: \$10  
\*X\*: \$25 \*Y\*: \$100 ALL: \$1,000

B	I	N	G	O
2	18	33	46	61
14	21	36	51	63
1	20	53	71	
3	29	42	48	73
11	24	44	49	64

CARD 2  
LINE: \$2 4 CORNERS: \$15  
\*X\*: \$50 \*Y\*: \$250 ALL: \$2,500

B	I	N	G	O
4	20	45	55	62
6	22	31	59	67
14	16	47	75	
12	29	38	43	70
19	32	50		

18+ TO PLAY

1-800-994-8448  
PROBLEM GAMBLING  
HELP LINE  
PLAY RESPONSIBLY

Overall Odds: \$10 Extreme Green 1 in 3.57 • \$5 Lightning Cash 1 in 3.83 • \$2 Backyard Bingo 1 in 3.10 • \$2 Poker Club 1 in 3.82  
\*Jackpot amount is determined at the time of purchase.