



May 2025

Retailer Playbook

Volume 13 • Issue 5

New Games

AVAILABLE
MAY 6



LET'S
MAKE IT
A TRUE
DAILY
DOUBLE

my 2ndChance



07210.25.GB

Estimated Overall Odds: \$5 Red White & Blue 7s 1 in 3.89
\$20 Super Cash Blowout 1 in 8.94 • \$2 Jeopardy! 1 in 4.30
Overall Odds: \$5 Jeopardy! 1 in 3.50
2nd Chance promotion odds are dependent upon the number of entries received.
© 2025 Jeopardy Productions, Inc.

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

Launching May 6



\$20 Super Cash Blowout #2585

- Estimated Overall Odds: 1 in 8.94
- Loaded exclusively with \$100, \$200 and \$500 prizes!
- 36 chances to win
- Ticket length: 10"
- Pack size: 30



\$5 Red White & Blue 7s #2584

- Estimated Overall Odds: 1 in 3.89
- Win up to \$70,000!
- Win up to 5 times your prize
- 20 chances to win
- Ticket length: 8"
- Pack size: 100



\$2 Jeopardy! #2579

- Estimated Overall Odds: 1 in 4.30
- Win up to \$10,000!
- Win DOUBLE your prize with the Daily Double game
- 15 chances to win
- Enter non-winning tickets into the 2nd Chance Promotion to win \$500
- **Ticket length: 6"**
- Pack size: 100



**NEW
GAMES!
PLAY HERE!**

May 4 Bin Feature Tower



Use a Feature Tower to Maximize Commissions

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

- \$20 Super Cash Blowout
- \$10 Gold Hard Cash
- \$5 Red White & Blue 7s
- \$2 Jeopardy!

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 May 6

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

**44
&
40**
Bin Sets

\$20 - #2362



\$5 - #2534



\$2 - #2565



36
Bin Set

\$20 - #2362



\$5 - #2532



\$2 - #2565



32
Bin Set

\$20 - #2362



\$5 - #2556



\$2 - #2565



28
Bin Set

\$20 - #2362



\$5 - #2563



\$2 - #2565



24
Bin Set and
Self-Service
Machines

\$20 - #2535



\$5 - #2563



\$2 - #2565



MONOPOLY™, ® & © 1995, 2025 Hasbro.

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 |
|-------------|----------------|-------------|----------------------|------------------|---------------------------|
| 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.

Retailer Success: MOOSE MARKET IV



Owner: Jazz Singh

Jazz Singh has been the owner of Moose Market IV since 2024 and management of the previous ownership since 2016. Jazz, in a years' time, has made great business changes on the corner of Maple and 10th St. in Noblesville, IN. They currently offer 48 Scratch-off games at the counter and have a large Fast Play player base. Jazz has a plan to add a GeminiTouch™ 28 Self-Service machine, hot foods, and continue increasing his Fast Play business. By the end of the fiscal year, they will be close to \$1 million in Lottery sales and currently have an average of \$13,000 weekly sales with a predicted increase of 20%+ in Scratch-off sales with the addition of the GT28. They have a strong customer base where Jazz and employees know what the customers want when they walk in the door. This customer service and attention to the customer is why sales have grown so much in the past year.

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



Celebrating our Retailers

Hoosier Lottery Retailer **Pat's Liquors**

Porter, Indiana

What are some of the biggest changes you have seen over the years?

The quantity of Scratch-offs available and all the different price points, like a fifty-dollar game! The amount of Draw Games, including new ones like Fast Play and Cash POP™, and the add-on games like Power Play and EZmatch.



Owner: Liz Gvi

What were the most impactful changes over the years?

The terminal is much faster and much more reliable. Because of this, there is rarely a need to call for service.

What have you enjoyed most about the Lottery?

Having fun with our players. When the jackpot is big, we encourage our customers to “throw their name in the hat” and buy a ticket for a chance to win the big prize. I love hearing what their dreams are, and what they would you do if they won.

Have you had any big winners?

We had a \$10 Million Hoosier Lotto® winner and a \$2 million Powerball® with Power Play winner.

What has been your most memorable lottery experience?

I remember being at the store on a Sunday – we were closed. The phone rang, I answered, and a very excited lady asked me for the winning Hoosier Lotto numbers. I told her and she started screaming, “I won! I won! What should I do?”, and then she hung up. That lady was our \$10 million winner!

for 35 Years!

J-Mart - 35 Year Certificate Recipient



Clerk: Lou Bluhm

J-Mart Clerk, Lou Bluhm, receives her 35th Year Anniversary Certificate.



The month of May is a special time in Indiana as we welcome warmer temperatures and the Greatest Spectacle in Racing. For the Hoosier Lottery, this month gives us the chance to say thank you to our beneficiaries. It is the month which includes International Firefighters' Day (May 4), National Police Week (May 11-17) and Teacher Appreciation Week (May 5-9). The Hoosier Lottery is honored to champion our Hoosier Heroes for their dedicated public service with the help of retail partners like you.

Since the sale of the first ticket in 1989, the Hoosier Lottery has provided more than \$7.7 billion to good causes as we dream of a Stronger, Safer, Smarter Indiana. Thanks to players and retailers, the Hoosier Lottery annually contributes \$30 million to the Teachers' Retirement Fund and \$30 million to local police and firefighters' pensions. Additionally, our proceeds are directed to the Lottery Surplus Fund, which is used to lower excise taxes by up to 50 percent for Hoosier vehicle owners.

\$7.7 BILLION

**GIVEN BACK TO
INDIANA SINCE 1989**

HELPING TO MAKE INDIANA
STRONGER, SAFER AND SMARTER



HoosierLottery.com/GivingBack

Gift Responsibly This Graduation Season

April showers bring May flowers—and graduates! As your customers shop for the perfect gift to congratulate graduates, consider suggesting a Hoosier Lottery Scratch-off ticket.

18+

TO PLAY

Please remind them to gift only to individuals who are 18 years or older.

Studies indicate that early exposure to gambling can increase the risk of developing problem gambling later in life, including when children receive Scratch-off tickets as gifts. That's why we strongly encourage gifting only from adults to adults during all gift-giving occasions.

If you or your players have any questions about the effects of gambling on youth, please direct them to [HoosierLottery.com/PositivePlay](https://www.HoosierLottery.com/PositivePlay)



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**



JEOPARDY! 2nd Chance

Remind players they can get a second chance at a win by entering their eligible non-winning Jeopardy! Scratch-off and Fast Play tickets into 2nd Chance. myLOTTERY members who enter could win up to \$500. Tickets can be entered on the app or at HoosierLottery.com/Jeopardy

Promotion dates: May 6 – September 26, 2025



Indiana Fever Ultimate Fan Experience

myLOTTERY members can enter for a chance to win Indiana Fever tickets, an autographed jersey and more! Players can enter for FREE at HoosierLottery.com/Fever

Enter by May 27, 2025



Hit a home run with myLOTTERY!

Enter for a chance to win a Pittsburgh Pirates Fan Experience or a chance at box seats to minor league ballparks across Indiana.

Encourage players to enter for FREE at HoosierLottery.com/Baseball

Enter by June 16, 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

Enter by June 22, 2025



Learn more at HoosierLottery.com/Promotions

May Advertising

| | TV | Radio | Social Media | Outdoor |
|---------------|----|-------|--------------|---------|
| Mega Millions | ✓ | ✓ | ✓ | ✓ |
| Beneficiary | | ✓ | ✓ | ✓ |

May Point of Sale

Jeopardy!

- ☐ ITVM Merchandiser/On-counter Merch Header
- ☐ Play Center Footer
- ☐ Dispenser Bridge Toppers
- ☐ Change Mat
- ☐ ITVM Topper
- ☐ Change Mat
- ☐ Floor Talker*
- ☐ Cooler Door Cling*
- ☐ Poster*
- ☐ Entry Door Decal

Mega Millions

- ☐ ESMM Topper
- ☐ Gemini Decal
- ☐ ITVM Merch. Right Panel
- ☐ Drink Bar Mat*
- ☐ Glass Cling

Fast Play

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

Scratch-offs

- ☐ Lighted Tower Topper

myLOTTERY

- ☐ Play Center Insert

Beneficiary

- ☐ 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.

May 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

| | | | | | | | |
|--|----|--|----|--|----|--|----|
| | 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 May 6

\$20 - #2535



\$5 - #2563



\$2 - #2565



NEW! Fast Play

**ALL GAMES
AVAILABLE MAY 18**

How to play:

\$30 Gold Rush Doubler

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

\$5 Jeopardy! 2ndChance

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

DAILY DOUBLE:

- Match the DAILY DOUBLE number to any of YOUR NUMBERS, win DOUBLE the PRIZE shown for the number instantly!

\$5 Lots of \$500

- Match all three of the numbers in each of YOUR GAMES to any of the WINNING NUMBERS, win PRIZE shown for that GAME.
- Each YOUR GAME is played separately.

\$20 BONUS

- If a BONUS NUMBER matches a WINNING NUMBER, win \$20 instantly!

\$2 Bingo Bucks Multiplier

- Match the CALL NUMBERS to the numbers on CARD 1 and CARD 2. Complete a WINNING PATTERN, win the prize for that pattern!
- If your WINNING PATTERN contains a 2X or 5X, multiply your prize won for the WINNING PATTERN by the MULTIPLIER included.
- Dollar Sign and multipliers are free spaces.
- Only the highest prize may be won.
- Each CARD is played separately.

\$30 WIN UP TO \$75,000



| WINNING NUMBERS | | | | DOUBLER NUMBERS |
|-----------------|----|----|----|-----------------|
| 29 | 40 | 19 | 65 | 28 78 |

\$5 WIN UP TO \$15,000



| WINNING NUMBERS | | | | |
|-----------------|----|---|----|----|
| 20 | 13 | 4 | 31 | 29 |

YOUR NUMBERS

| | | | |
|------|-------|------|----|
| \$10 | \$100 | \$20 | 11 |
|------|-------|------|----|

\$5 WIN UP TO \$500



| WINNING NUMBERS | | | | |
|-----------------|----|----|----|----|
| 2 | 10 | 29 | 38 | 1 |
| 33 | 35 | 26 | 31 | 40 |

YOUR GAMES

| | | |
|---|----|---|
| 6 | 53 | 5 |
|---|----|---|

\$2 WIN UP TO \$5,000



| CARD 1 | | | | |
|-----------|-----------------|--------------|----|----|
| LINE: \$2 | 4 CORNERS: \$10 | | | |
| "X": \$25 | "Z": \$100 | ALL: \$1,000 | | |
| B | I | N | G | O |
| 18 | 33 | 46 | 61 | |
| 21 | 36 | 51 | 67 | |
| 14 | 20 | 53 | 71 | |
| 1 | 29 | 38 | 48 | 73 |
| 2 | 31 | 40 | 50 | 60 |

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

Overall Odds: \$30 Gold Rush Doubler 1 in 3.30
\$5 Jeopardy! 1 in 3.50 • \$5 Lots of \$500s 1 in 4.60
\$2 Bingo Bucks Multiplier 1 in 3.15
2nd Chance promotions odds are dependent upon the number of entries received
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