



**CHAMPIONS
OF PLAY**

August 2026

Retailer Playbook

Volume 14 • Issue 8

NEW GAMES



**ON SALE
AUG 4**



Estimated Overall Odds: \$5 \$100,000 Gold Bar 1 in 3.98 • \$10 Go for the Green 1 in 3.85 • \$20 Money Bag Multiplier 1 in 3.58



**NEW
Draw Game
Coming
September 8th!**

Powerball Xs & Os™ Overall Odds 1 in 12.2



\$20 Money Bag Multiplier #2631

- Estimated Overall Odds: 1 in 3.58
- Win up to \$500,000!
- 25 chances to win and multiply your prize
- Loaded with 2X, 5X and 10X prizes
- 3 scenes to play
- Ticket length: 10"
- Pack size: 30



\$10 Go for the Green #2630

- Estimated Overall Odds: 1 in 3.85
- Win up to \$225,000!
- 4 games to play
- Win 2X your prize
- 21 chances to win
- Ticket length: 10"
- Pack size: 50



\$5 \$100,000 Gold Bar #2629

- Estimated Overall Odds: 1 in 3.98
- \$100,000 top prize!
- Win 2 times your prize
- Win \$50 instantly
- 25 chances to win
- Ticket length: 8"
- Pack size: 100



AUGUST 4-BIN FEATURE TOWER

Use a Feature Tower to Maximize Commissions

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

- \$20 Money Bag Multiplier
- \$10 Go for the Green
- \$5 \$100,000 Gold Bar
- \$2 Mega Money

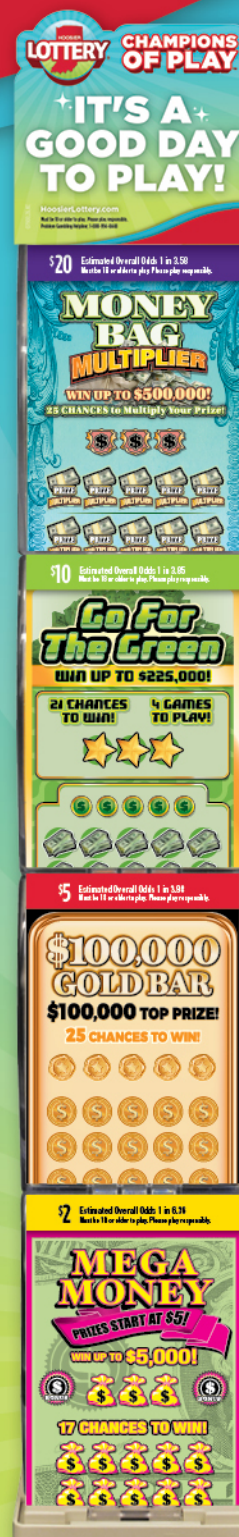
Place the tower, containing product, near the bin set in the transaction area, closest to the primary register to:

- 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

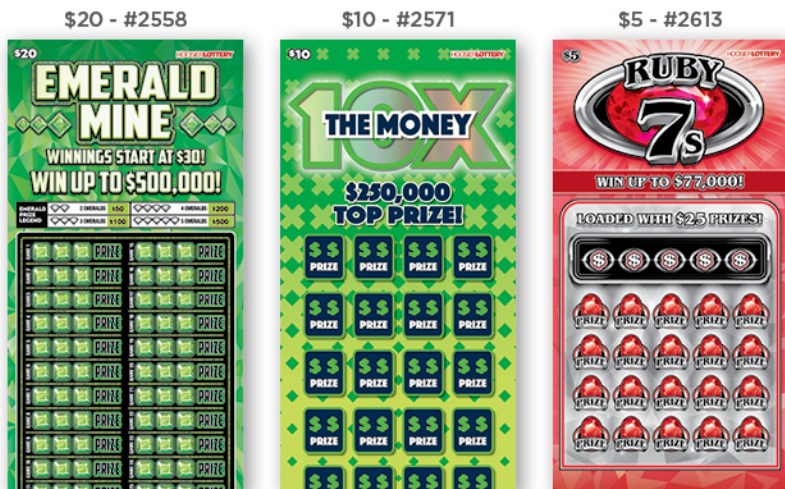
- For example: You have a 32-bin set on the front counter and a 4-bin feature tower. A 36-bin planogram should be followed.



Scratch-offs to Pull August 4

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

**44
&
40**
Bin Sets



**36
32
28
&
24**
Bin Sets 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
2591	JURASSIC PARK	\$5	7/31/2026	9/11/2026	3/10/2027
2492	Supreme Gold	\$20	7/1/2026	8/12/2026	2/8/2027
2578	10 Years of Cash	\$5	7/2/2026	8/13/2026	2/9/2027

- **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



HELP CUSTOMERS FILL OUT A CASH POP PLAYSLIP

1. Pick Numbers

- Choose one or more numbers from 1–15
- For more chances, play multiple numbers
- Use “Cover All” to play all 15 numbers; this guarantees a prize
- Quick Pick may also be used for random numbers

1. If any number(s) are selected AND the ‘Cover All’ option is selected, the playslip will default to ‘Cover All’

2. Select Wager

- Play amounts are: \$1, \$2, \$5, or \$10

1. The wager amount determines the different prizes available to win

2. Prizes are listed on the back of the playslip

3. Choose Drawing Time

- **Morning:** 9:30 AM ET
- **Matinee:** 1:30 PM ET
- **Afternoon:** 3:30 PM ET
- **Evening:** 7:30 PM ET
- **Late Night:** 11:30 PM ET

1. If one or more drawings are chosen AND the ‘ALL’ option is selected, the playslip will default to ‘ALL’

2. A separate ticket will be printed for each draw time

4. Choose How Many Draws to Play (Optional)

- The same numbers can be played in up to 28 consecutive drawings
- Each draw is printed on a separate ticket
- Cost = (Number of numbers × Wager × Number of draws)

1. Number of draws to play should be equal to or greater than the number of drawings selected

5. Purchase Ticket

- Buy at a participating Hoosier Lottery retailer or vending machine
- Show playslip to the clerk or scan it via the Hoosier Lottery myPlayslip app for a digital ticket

6. Check Winning Numbers: After the draw, check the Hoosier Lottery website or app for the winning number for the chosen draw time

The image shows a sample CASH POP playslip. It features the CASH POP logo at the top. Below the logo, there are instructions: "Apply to all boards" and "Choose the number of draws to play (1-28)". The playslip is divided into three sections, labeled BOARD A, BOARD B, and BOARD C. Each board has a "PICK THE NUMBERS YOU WANT TO PLAY OR SELECT COVER ALL" section with a row of 15 circles for numbers 1-15. Below this is a "HOW MUCH DO YOU WANT TO PLAY PER NUMBER?" section with three options: \$1, \$2, and \$5. At the bottom of each board is a "PICK YOUR DRAWING" section with three radio button options: Morning, Matinee, and Evening. At the very bottom of the playslip, there is a "Cost per Play = Numbers x Wager x Draws" formula and a note: "Add all play areas together to get your total cost. The prize amount you could win appears directly below your number(s) on your ticket."



New Draw Game Coming!

**On Sale:
September 8, 2026**

*First jackpot will
start at \$1 Million!*

OVERVIEW:

Powerball Xs and Os is a new NFL-themed multi-state lottery game where players pick eight out of 32 NFL teams, with prizes based on how many selections match the winning draw. Unlike traditional Powerball, this game emphasizes experiential prizes related to the NFL, though modest cash prizes and a rolling jackpot are also included.

- **First Drawing:** Sunday, September 13, 2026
- **Ticket Cost:** \$5 for a single play
- **Playslips:** Paper and digital
- **Drawing Days and Time:** Approximately Every Sunday at approximately 10:00 PM ET
- **Sales Cut-off Time:** 8:59 PM ET
- **Gameplay:** Players select eight NFL teams from a total of 32 using a playslip or Quick Pick option
 - If fewer than 8 teams are selected on a Quick Pick option, the system will randomly select the remaining teams.
 - Multi-draw tickets are offered for up to 10 draws on digital playslips only. Paper playslips offer up to five draws.

PRIZES AND ODDS:

- Rewards are based on how many of the eight selected teams match the winning draw. While cash prizes exist, the focus is on NFL-related experiences.
- A rolling jackpot is available for matching all eight teams.
- Rolling jackpot top prize and non-jackpot prizes range from \$7 to \$20,000. No break-even prizes.
 - The top prize is a cash prize; no annuity.
- Overall odds of winning any prize are 1 in 12.2.

Enter Xs & Os winning or non-winning tickets at www.powerballofficial.com for a chance to win promotional prizes. *Promotional odds are dependent upon the number of entries received.

Retailer Success: Marathon Gas Station



Jesse Bhatti owns the Marathon Gas Station on East 71st Street in Indianapolis and is a strong supporter of the lottery. Over the past year, he upgraded his behind-the-counter display from 5-inch bins to a lit suction cup display featuring 44 games. He has also agreed to install a GT28 Self-Service machine, which will elevate his retailer status to Diamond Plus. The store is further supported by a quad digital jackpot sign, full point-of-sale signage, and strong outdoor visibility with pole signs.

Marathon Gas Station serves a large base of Daily Game players and has produced multiple winners of \$12,000 or more over the past two years.

Jesse's team, including store manager Dev, is highly engaged and understands the value lottery players bring to the business. By keeping bins fully stocked and providing proactive customer service, they have increased foot traffic and attracted new players.

Fiscal year-to-date performance reflects strong momentum across all key categories. Overall sales are up 11%, driven by a 7% increase in Scratch-off sales and an 18% lift in Draw Game sales. Over the past 11 months, total sales have reached \$450,677 and continue to grow.

Fast Play has been a standout performer, nearly doubling with a 97% increase from \$9,057 to \$17,844. Weekly sales remain strong, with the store averaging \$11,000 in Scratch-off sales (72% of total) and \$4,000 in Draw Game sales (28%).

Scratch-off growth is being fueled by strong \$50 ticket performance, with that category up an impressive 58%.

Jesse remains focused on sustaining this growth, with future wheel-spin promotional events planned and strong expected performance from the GT28 self-service machine once installed.



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



JOIN US AT HOOSIER LOTTERY TOWN AND THE HOOSIER LOTTERY FREE STAGE!

August 7-23 • Closed Mondays

HOOSIER LOTTERY TOWN HOURS:

- Tuesday – Saturday: 10 a.m. - 8 p.m. ET
- Sundays: 10 a.m. - 7 p.m. ET
- **Hoosier Lottery Day (Saturday, August 15): 9 a.m. - 8 p.m. ET**
- Final Day of the Fair (Sunday, August 23): 10 a.m. - 5 p.m. ET

HOOSIER LOTTERY DAY AT THE STATE FAIR IS SATURDAY, AUGUST 15

On Hoosier Lottery Day, fairgoers 18 and older with their Hoosier Lottery Gate Voucher will receive a FREE \$1 Hoosier Lottery Scratch-off! (While supplies last. Limit one (1) per fairgoer.)



FREE STAGE

Friday, August 7

The Beach Boys

Saturday, August 8

TUSK: The Classic Fleetwood Mac Tribute

Sunday, August 9

Josiah Queen

Tuesday, August 11

Clayton Anderson

Wednesday, August 12

Bret Michaels

Thursday, August 13

Busta Rhymes

Friday, August 14

Grand Funk Railroad

Saturday, August 15

DJ Golden Hour: A Tribute to Demon Hunters

Sunday, August 16

Trace Adkins

Tuesday, August 18

Latino Day

Wednesday, August 19

Happy Together Tour

Thursday, August 20

Gene Simmons

Friday, August 21

Sammy Kershaw (6PM) + Craig Morgan (7:30PM)

Saturday, August 22

Don McLean

Sunday, August 23

Tasha Cobbs Leonard



General State Fair Information

HoosierLottery.com/LotteryTown

RESPONSIBLE GAMING RETAILER TRAINING

Starting this month, the Hoosier Lottery will begin its Triennial Responsible Gaming Retailer Training, reinforcing our shared commitment to responsible gaming practices across all retail locations. This in-person training will be conducted by your Sales Representative, who will provide a training handout for you to keep as a reference. The session focuses on two key areas: underage sale prevention, including proper age verification and compliance with legal requirements, and understanding what resources retailers can provide for individuals who may be experiencing gambling-related harm. After your training, please take time to share this information with your staff so they are fully aware of age requirements and know where to find and how to offer responsible gaming information.

As we continue strengthening our responsible gaming efforts through training and education, it is equally important to consider how we communicate about gambling-related harm. The language we use can influence whether someone feels supported or stigmatized. Using person-first language, such as “an individual experiencing gambling-related harm” instead of labeling terms such as “problem gambler,” helps put the focus on the individual rather than the behavior. This approach promotes dignity, reduces stigma, and encourages individuals to seek help when they need it. By combining proper training with thoughtful, respectful communication, retailers can help create a safer and more supportive environment for all players.

*If you have Responsible Gaming questions,
please reach out to
socialresponsibility@hoosierlottery.com*

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**



SPACE INVADERS™ 2nd Chance

Level up the play with the 2nd Chance promotion for a chance to win a full-sized arcade machine. Encourage players to enter non-winning SPACE INVADERS™ Scratch-off and Fast Play tickets for a chance to win at HoosierLottery.com/SpaceInvaders. Enter by: October 13, 2026



The Mill Ticket Giveaway

Encourage players to enter for a chance to win free concert tickets, all season long. myLOTTERY members can enter for FREE for a chance to win four 2027 season tickets with VIP access to The Mill. Players can enter at HoosierLottery.com/TheMill. Promotion ends: September 28, 2026

Learn more at HoosierLottery.com/Promotions



Promotion odds are dependent upon the number of entries received.



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

	Radio	Social Media	Outdoor	Digital
myLOTTERY	✓	✓	✓	✓
Scratch-off	✓	✓	✓	✓

August Point of Sale

Scratch-offs

- ☐ Ticket Inserts
- ☐ Retail Wizard Graphic

Space Invaders™

- ☐ Change Mat
- ☐ Dispenser Bridge Topper Large
- ☐ Dispenser Bridge Topper Small
- ☐ Entry Door Decal*
- ☐ Fountain Mat*
- ☐ GEMINI Surround
- ☐ GT20 Front Topper
- ☐ Bin Decal
- ☐ ITVM Topper

Fast Play

- ☐ Double-side Info Card
- ☐ ITVM Topper
- ☐ Change mat
- ☐ Lighted Bread Box Sign

Champions of Play/ myLOTTERY

- ☐ Play Center Insert
- ☐ Play Center Footer
- ☐ ITVM/On-Counter Merchandiser Header
- ☐ ITVM Merchandiser Right Panel
- ☐ Poster
- ☐ WTMG Strip

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

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.

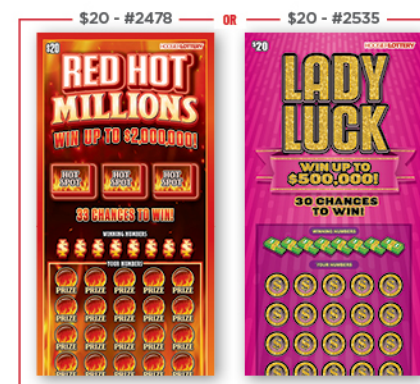
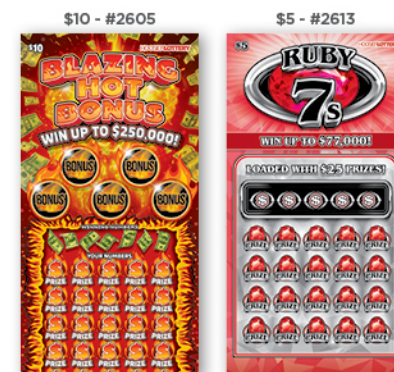
24 Bin Set

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

28 Bin Set

1	2	3	4
5	6	7	8
9	10	11	12
13	14	15	16
17	18	19	20
21	22	23	24
25	26	27	28

Scratch-offs to pull from your **24 Bin and or 28 Bin** Self-Service Machines
June 2



Follow the Hoosier Lottery on LinkedIn
[linkedin.com/company/hoosier-lottery](https://www.linkedin.com/company/hoosier-lottery)

Cancellable Draw Games

Did you know four Draw Games are able to be cancelled, *if* the cancellation is made **within 60 minutes** of the ticket printing?

Those games are:

- **CA\$H 5 without EZmatch**
- **Daily 3**
- **Daily 4**
- **Quick Draw without EZmatch**

How To Cancel Draw Game Tickets:

1. Hit the Cancel button on the home screen
2. Scan the ticket needing cancelled



Non-cancellable Draw Games

Seven Draw Games are **NOT** able to be cancelled after the ticket prints. All times ET. Included games are:

- **Cash POP™**
 - Sales cut-off times:
Morning – 9:20 AM
Matinee – 1:20 PM
Afternoon – 3:20 PM
Evening – 7:20 PM
Late Night – 11:20 PM
- **Millionaire for Life™**
 - Sales cut-off time: 9:58 PM
- **CA\$H 5 with EZmatch**
 - Sales cut-off time: 10:39 PM
- **Hoosier Lotto***
 - Sales cut-off time: 10:39 PM
- **Mega Millions***
 - Sales cut-off time: 10:44 PM
- **Powerball***
 - Sales cut-off time: 9:58 PM
- **Quick Draw with EZmatch**
 - Sales cut-off times:
Midday – 1:10 PM
Evening – 10:39 PM

To avoid misprinted tickets:

- Verbally confirm the wager amount with the player when it displays on the screen.
- Collect the money – then press YES on screen for tickets to print.
- If the amount is incorrect press NO.
- Help the player fill out a new slip based on what they want to play.

When tickets are printed in error that cannot be canceled. You can try to sell before the sales cutoff (see above).