



February 2025

# Retailer Playbook

Volume 13 • Issue 2

# FUN TO THE POWER OF MULTIPLY

Estimated Overall Odds: \$2 2X the Money 1 in 4.35 • \$5 5X the Money 1 in 3.98 • \$10 10X the Money 1 in 3.85 • \$20 20X the Money 1 in 3.56

**ON SALE  
FEB 4**



**18+**  
TO PLAY

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



Launching February 4

## \$20 20X the Money #2573

- Estimated Overall Odds: 1 in 3.56
- \$500,000 top prize!
- Win 2X, 3X, 5X, 10X or 20X your prize!
- Enter non-winning tickets into the 2nd Chance promotion!
- Ticket length: 10"
- Pack size: 30



## \$10 10X the Money #2571

- Estimated Overall Odds: 1 in 3.85
- \$250,000 top prize!
- Win 2X, 3X, 5X or 10X your prize!
- 24 chances to win!
- Enter non-winning tickets into the 2nd Chance promotion!
- Ticket length: 10"
- Pack size: 50



## \$5 5X the Money #2572

- Estimated Overall Odds: 1 in 3.98
- \$100,000 top prize!
- Multiply your prize by 2X, 3X or 5X!
- 5 Bonus Spots!
- Enter non-winning tickets into the 2nd Chance promotion!
- Ticket length: 8"
- Pack size: 100



## \$2 2X the Money #2569

- Estimated Overall Odds: 1 in 4.35
- \$10,000 top prize!
- Loaded with 2X prizes!
- Enter non-winning tickets into the 2nd Chance promotion!
- **Ticket length: 5"**
- Pack size: 100



# FEBRUARY 4 BIN FEATURE TOWER

### Use a Feature Tower to Maximize Commissions

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

- \$20 20X the Money
- \$10 10X the Money
- \$5 5X the Money
- \$2 2X the 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

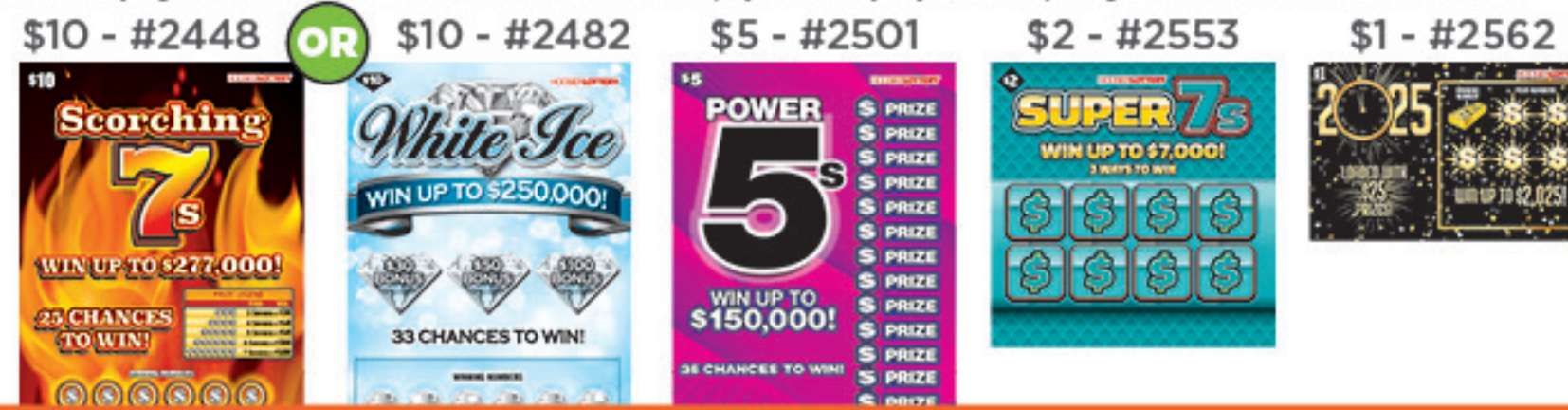
- For example: You have a 32-bin set on the front counter and a 4-bin feature tower. A 36-bin planogram should be followed.



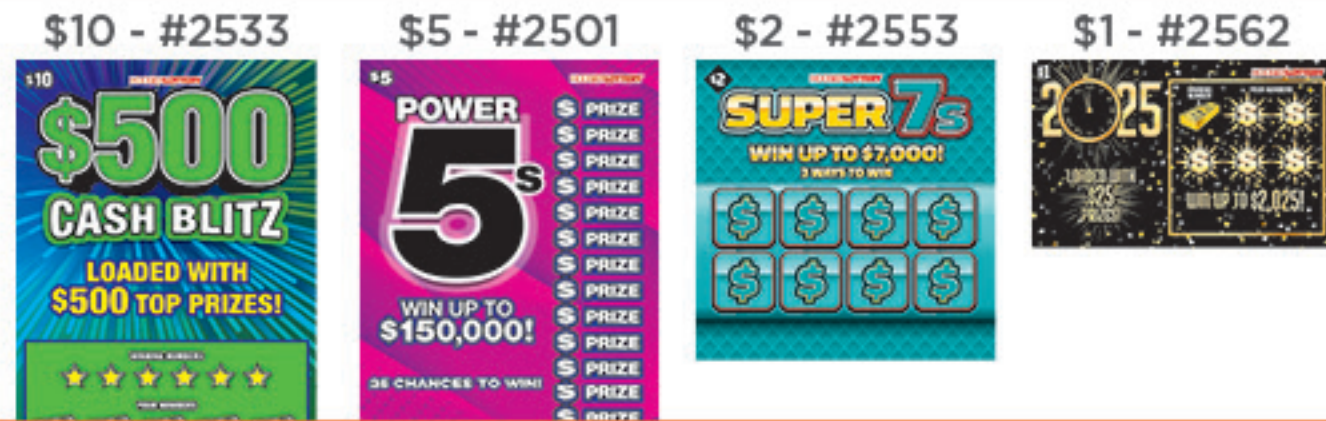
# Scratch-offs to Pull February 4

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

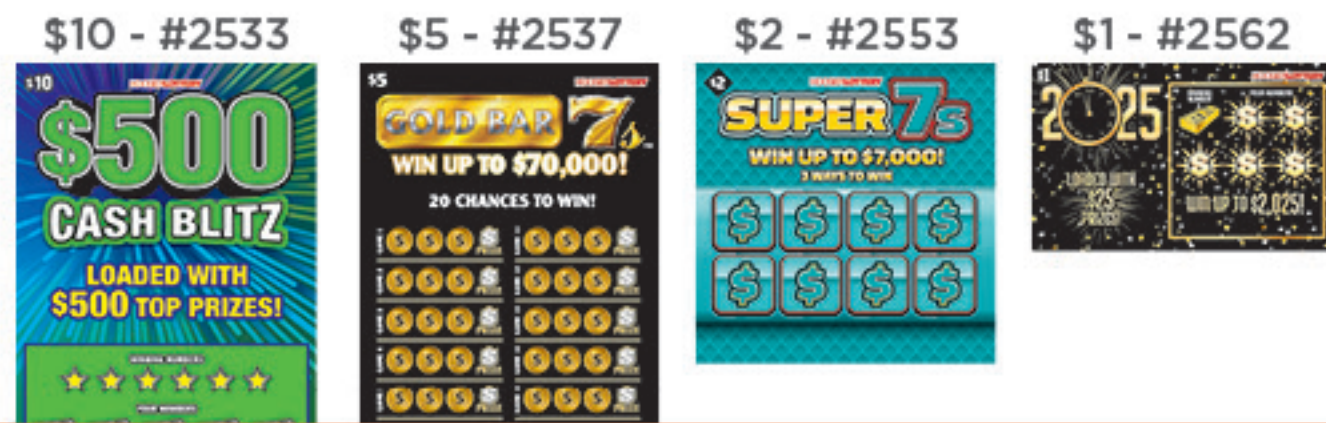
**44**  
Bin Set



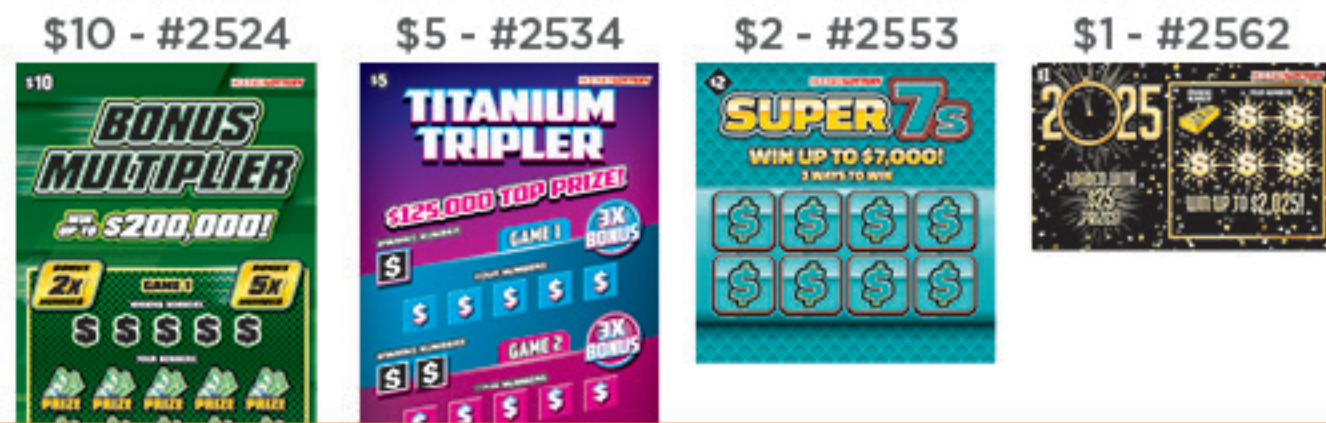
**40**  
Bin Set



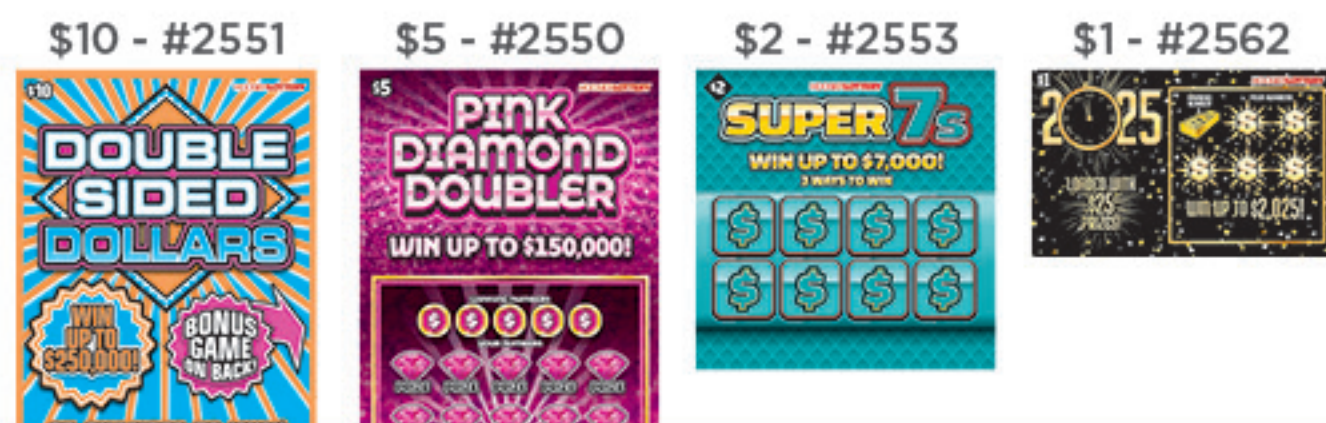
**36**  
Bin Set



**32**  
Bin Set



**24 & 28**  
Bin Sets  
and all  
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](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
2552	Monster Mash	\$1	12/27/2024	2/7/2025	8/6/2025
2498	Sapphire 7s	\$5			
2482	White Ice	\$10	12/28/2024	2/8/2025	8/7/2025
2164	Bingo Frenzy	\$2	1/31/25	3/14/2025	9/10/2025
2527	Wild Cherry Crossword Triple	\$3			
2529	Indiana Cash Blowout	\$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.

Customer Service & Player Support: 1-800-955-6886,  
between 8:00 a.m. and 12:00 a.m. (midnight), seven days a week





# Celebrating our Retailers for 35 Years!

## Hoosier Lottery Retailer **52 PIK-UP** Franklin County, Indiana



How long have you been the owner of 52 Pik-Up?

**We have been in business for 37 years.**

What do you love most about your job?

**Serving the community and building relationships with our customers. Many times you will see the same people in the store every morning. It's a destination stop for many.**

How long have you been a lottery retailer?

**We have been with the Hoosier Lottery since its inception on day one.**

What is your favorite part about selling Hoosier Lottery tickets?

**What we love most is the excitement when customers buy them and even more the smiles on their face when they have a winning ticket.**

What do you love most about Indiana?

**What we love most about Indiana is the changing seasons, the small towns throughout the state, and the beauty and recreation opportunities that our state has to offer.**



Owners pictured left to right:  
Tag Nobbe, Snook Nobbe and Phil Nobbe

Plaque for Sales Achievement Award  
reflecting upon the first year of the  
Hoosier Lottery, 1989-1990.





# Retailer Success: STOP ON THE WAY 28

Brothers Jit and JP Singh have been great owners and even better Lottery retailers for over twenty years. Although they have many stores, we would like to shine the light on one of their top stores.



Left to right: Theresa Singh, Store Manager, Kelly Hamiton and Gurdeep Singh, Store Associates.

Stop On the Way 28, home of the best cookies in town, is located on 510 Lower Huntington Road in Fort Wayne, Indiana. It has been a staple in the community and the top lottery destination for many years in the area. Thersea Singh has been the store manager for almost 30 years. She was born in New York and relocated to Fort Wayne in May of 1995. She hit the ground running and has worked in the convenience store business for 32 years. Thersea loves to engage with her customers and keeps a family like vibe in her store. Over the years they have conducted 16 yearly customer appreciation events giving away prizes, special offers and lowering gas prices during the events.



Theresa Singh, Store Manager

She always has creative ways to connect with her customers through food and lottery promotions. Her recent customer appreciation event was held on Halloween of this year. She gave away \$1 Scratch-offs and her homemade Halloween cookies. Thersea constantly keeps up with the new promotions adding a touch of excitement for customers and participates in the “Ask for Sale” promotions and wheel spin events. This allows for the staff and herself to help the new players and maintain the good rapport with their loyal customers.



Lottery Sales Representative Leo Miller speaking with a current Lottery player at a wheel spin promotion.

Stop On the Way 28 is a great Lottery destination with great outside and inside Lottery presence. They have 72 total access points, 48 on the counter and a GEMINI Self-Service machine. For 20 years they have consistently ranked in the top 25 for independent retailer total sales. In FY24 they generated over \$1.5 million in total sales. Their Self-Service machine is always full, with Scratch-off packs taped together to reduce out of stocks. The Self-Service machine runs at 99% for full and available. Merchandising standards also has a heavy presence in the store. Thersea displays a winner section with 8.5” x 11” posters and winner clouds to create excitement for her players.

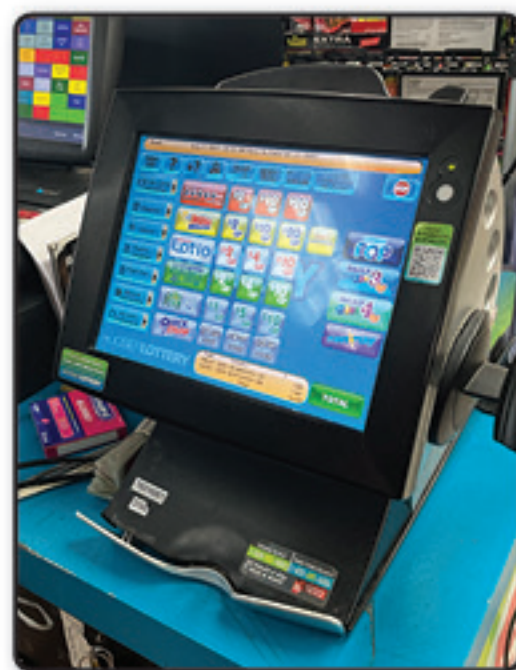
Stop On the Way 28 stands as a testament to Thersea and her staff’s hard work and commitment to the community. They are a great Lottery partner!

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



# Creating Wagers

Hoosier Lottery does not issue credit for sellable wagers. A confirmation screen for values above a set threshold for each game will display showing you the cost of the wager and giving the Sales Associate a chance to stop the wagers from printing. The terminal will always display the confirmation screen at or above the amounts stated below for the associated games.



## \$10.00 or ABOVE

- Powerball
- Mega Millions
- Cash POP

## \$20.00 or ABOVE

- Hoosier Lotto
- Cash4Life
- CASH 5
- Quick Draw
- Daily 3
- Daily 4
- Fast Play

The confirmation screen displays this for the Sales Associate to verify with the player that they are aware of how much the wagers will cost.

**Pro Tip:** If the transaction amount is larger than you typically print at your store, request payment prior to printing the tickets.

Best Practices to follow to ensure that only the desired wagers are printed:

- Always read the wager amount displayed on the confirmation screen to the customer
- Never use a damaged play slip
- Help new players fill out their play slip to ensure they understand what they are requesting and how much it will cost

The ability to cancel a wager is also available for the following games:

- Daily 3
- Daily 4
- CASH 5 (without the EZ match add-on)
- Quick Draw (without the EZ match add-on)

All wagers must be cancelled within 60 minutes of printing, or before the first draw on the ticket is closed, whichever comes first.

**Reminder:** The only way to guarantee printed wagers will not be your responsibility is to sell them. **If wagers are printed and the requesting player does not want them, you have the option of selling to other players.**

# 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](https://www.HoosierLottery.com/myLOTTERY)**



## Multiply the Money 2nd Chance

Remind players they can get a second chance at more fun by entering their eligible, non-winning Multiply the Money Scratch-offs into 2nd Chance. myLOTTERY members who enter could win up to \$5,000. Tickets can be entered at [HoosierLottery.com/Multiply](https://www.HoosierLottery.com/Multiply).

**Promotion dates:**

**February 4 - April 29, 2025**



Learn more at [HoosierLottery.com/Promotions](https://www.HoosierLottery.com/Promotions)

Promotion odds are dependent upon the number of entries received.



Scan tickets & more with the **HOOSIERLOTTERY App**

Download from  

The Hoosier Lottery app is FREE to download and allows players to build digital playslips, scan tickets, see winning numbers and more. All from the palm of their hands!

Learn more at [HoosierLottery.com/app](https://www.HoosierLottery.com/app)





# CORPORATE SOCIAL RESPONSIBILITY FY 2024 BY THE NUMBERS

Our Mission: To return maximum net income to the state in a socially responsible manner



For more information email:  
SocialResponsibility@HoosierLottery.com  
or visit  
HoosierLottery.com/CSR

## RESPONSIBLE GAMING PROGRAM

### POSITIVE PLAY/PLAYER EDUCATION



MORE THAN  
**8.2 MILLION**  
RESPONSIBLE GAMING  
SOCIAL MEDIA IMPRESSIONS

**4**

**POSITIVE  
PLAY  
CAMPAIGNS**



**4** NEW RESPONSIBLE  
GAMING VIDEOS

**2**

**POSITIVE PLAY  
REGISTER TO WIN  
PROMOTIONS**

**326**  
POSITIVE PLAY  
PRIZES AT SPONSORED EVENTS

### TREATMENT REFERRAL

**PROBLEM  
GAMBLING HELPLINE  
ACTIVITY**

**2,143 CALLS** TRANSFERRED FROM  
HOOSIER LOTTERY CUSTOMER SERVICE  
**2,694 ONLINE "CHAT NOW"**  
ENGAGEMENTS

### RETAILER & EMPLOYEE PROGRAMS

**FRESH EYES  
MYSTERY SHOPPER  
58 RETAILER  
VISITS**

### GAME DESIGN

100% RG visual assessment  
of **60** new games

**TICKETS SOLD**  
**159.3 MILLION** | **182.9 MILLION**  
SCRATCH-OFFS | DRAW TICKETS

**MORE THAN 2,500**  
SOCIAL MEDIA POSTS

**MORE THAN 3.2 MILLION**  
YouTube VIEWS

**13** MARKETING CAMPAIGNS

**28** SPONSORSHIP PARTNERSHIPS

**24** DIGITAL PROMOTIONS

**10,527** TERMINAL BUTTON PUSHES

### RESEARCH

**\$47,828.75**  
TOTAL GRANT DOLLARS

**1 RESEARCH GRANT**  
**\$43,500**

**3 PROFESSIONAL  
DEVELOPMENT GRANTS**  
**\$4,328.75**

**1,063**  
POSITIVE PLAY SCALE  
RESEARCH PARTICIPANTS

**4,400**  
LOCATIONS

### RESPONSIBLE BUSINESS PRACTICES

USE OF DIGITAL  
**my playslip**  
**741,879**  
32% INCREASE FY 2024





	TV	Radio	Social Media	Outdoor
<b>Multiply the Money</b>	✓	✓	✓	✓

## February Point of Sale

### Multiply the Money

- Ticket Inserts
- ITVM/ On-Counter Merch Header
- Play Center Footer
- Play Center Insert
- Dispenser Bridge Toppers
- ESMM Topper
- Lighted Tower Topper
- Change Mat
- ITVM Topper
- ITVM Right Side Panel
- Entry Door Decal
- Cooler Cling
- Drink Mat
- Glass Cling
- Floor Talker
- Gemini Decal
- Gemini Side Panel
- Standee
- Poster
- ITVM Merch Right Panel
- Play Center Insert
- Poster



### Fast Play

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

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.

1	2	3	4
COLOSSAL CASH # 2522	CASH EXTRAVAGANZA # 2510	MEGA MONEY # 2462	7 # 2476
5	6	7	8
ELECTRIC 7s # 2543	RED HOT MILLIONS # 2478	LADY LUCK # 2535	POWER 20s # 2514
9	10	11	12
EMERALD MINE # 2558	THE MONEY # 2573	CHROME # 2509	INDIANA CASH BLOWOUT # 2568
10	14	15	16
DOUBLE RED 77 # 2545	THE MONEY # 2571	MONEY BAGS # 2554	CASH VAULT # 2556
17	18	19	20
BLACK ICE # 2563	THE MONEY # 2572	Neon 9 # 2542	\$500 WINFALL # 2567
21	22	23	24
Cherry # 2566	THE MONEY # 2569	MONOPOLY # 2565	\$50 FRENZY # 2564

Scratch-off Loading Guidelines for Self-Service Machines

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 February 4





Jackpot grows with every ticket purchased

**Fast Play**

**\$20** ROLLING JACKPOT  
STARTS AT \$50,000\*

**\$10** ROLLING JACKPOT  
STARTS AT \$30,000\*

**\$2** ROLLING JACKPOT  
STARTS AT \$5,000\*

**\$5** ROLLING JACKPOT  
STARTS AT \$15,000\*



**CHANCE TO WIN THE JACKPOT!  
PLUS ADDITIONAL PRIZES UP TO \$5,000!**

# ROLLING JACKPOTS!

You can check the current jackpots by doing the following on your terminal:

- Hit Reports
- Hit Current Jackpots
- Hit Print
- \$20 Blazing Hot 7s, \$10 Wild 10s, \$5 Cash Frenzy, \$2 Max the Money will show the current jackpot for those games.
- Remember, rolling jackpot means every ticket purchased will increase the jackpot amount!

Overall Odds: \$20 Blazing Hot 7s 1 in 3.14 • \$10 Wild 10s 1 in 3.35 • \$5 Cash Frenzy 1 in 3.69  
\$2 Max the Money 1 in 3.90. \*Jackpot amount is determined at the time of purchase.

**18+**  
TO PLAY

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