



July 2025

Retailer Playbook

Volume 13 • Issue 7

NEW GAMES



Estimated Overall Odds: \$1 Bobbin for Cash 1 in 4.33
 \$20 Ca\$hwrd 1 in 3.43 • \$30 Extreme Cash Blowout 1 in 7.16

UNEARTH MORE FUN WITH EVERY SCRATCH



18+
TO PLAY

ON SALE
JULY 1

Enter the
my2ndChance

promotion for a chance
to win a trip to Hawaii
HoosierLottery.com/JURASSICPARK

Estimated Overall Odds: \$5 JURASSIC PARK 1 in 3.76. 2nd Chance promotion odds are dependent upon the number of entries received.
 © Universal City Studios LLC and Amblin Entertainment, Inc. All Rights Reserved.
 Universal is not a sponsor or administrator of this Promotion.

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

\$30 Extreme Cash Blowout #2574

- Estimated Overall Odds: 1 in 7.16
- Loaded exclusively with \$100, \$200, \$300, \$500 and \$2,000 prizes!
- 40 chances to win
- Ticket length: 11"
- Pack size: 20



\$20 Ca\$hword #2590

- Estimated Overall Odds: 1 in 3.43
- Win up to \$500,000!
- 3 puzzles to play
- Win 2X or 5X all prizes won
- **Ticket length: 12"**
- Pack size: 30

\$5 JURASSIC PARK #2591

- Estimated Overall Odds: 1 in 3.76
- Win up to \$75,000 instantly!
- Enter non-winning tickets for a chance to win a trip to Hawaii and a chance to win up to \$1 million
- Win DOUBLE your prize
- 3 bonus spots
- 2 scenes to play
- Ticket length: 8"
- Pack size: 100



\$1 Bobbin' for Cash #2589

- Estimated Overall Odds: 1 in 4.33
- Win up to \$1,000!
- Win DOUBLE your prize
- Ticket length: 2.5"
- Pack size: 200



JULY 4 Bin Feature Tower

Use a Feature Tower to Maximize Commissions

Keep these 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.

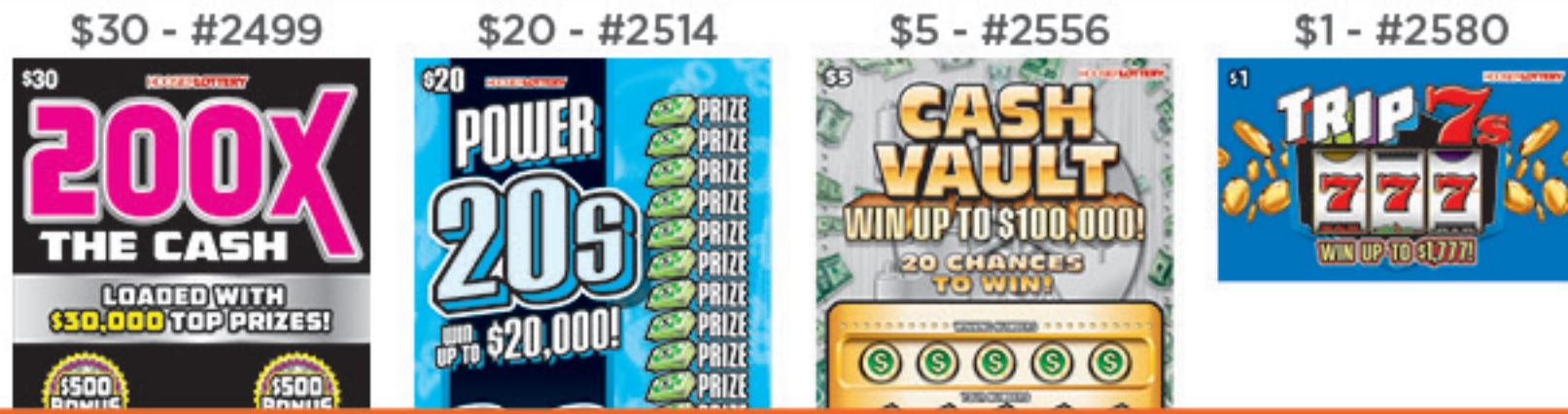
Scratch-offs to Pull July 1

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

**44
&
40**
Bin Sets



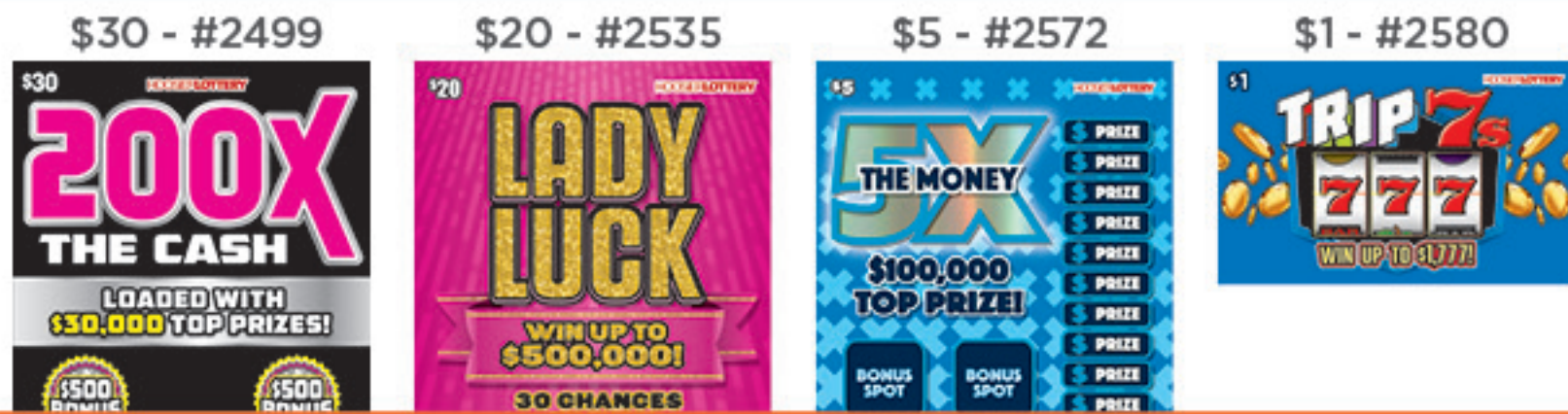
36
Bin Set



32
Bin Set



28
Bin Set



24
Bin Set and
Self-Service
Machines



Scratch-off Games Closing Notice

GAME NUMBER	GAME NAME	PRICE POINT	LAST ACTIVATION DATE	LAST RETURN DATE	LAST DATE FOR VALIDATIONS
2530	\$20 Cash Blitz	\$1	5/30/2025	7/11/2025	1/7/2026
2553	Super 7s	\$2			
2486	In the Green	\$5			
2541	Linked Wins	\$1	6/27/2025	8/8/2025	2/4/2026
2528	Six Figures	\$5			
2473	\$300,000 Jumbo Cash	\$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 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.

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

Retailer Success: Marathon Food Mart



Left to right: Lottery Sales Representative, Christina Steiner and Store Manager, Bobby

Located in the growing community of Avon, Marathon Food Mart has been owned by Jignesh and Vilash Patel for 9 years.

The lottery has provided added growth to the business and has impacted their sales in a positive way. Rarely does a customer stop in without getting a ticket. Marathon Food Mart has a loyal customer base due to the great service they provide to their customers.

Vilash and Bobby (manager) do a great job in ensuring bins stay full for their customers, and they thrive on developing relationships with their customers and feel this engagement always has a positive impact on the business.

Their LSR, Christina Steiner, spends time training the store personnel on a regular basis so they can be very well-versed and educated on new Scratch-off games, Fast Play, and our newest Draw game, Cash Pop™. This allows them to fully understand, explain, and sell all the games we offer to their customers.

The store is truly a lottery destination in Avon! Marathon Food Mart adheres to the Hoosier Lottery merchandising standards and

planograms. They offer a large variety of games by following a 44-game planogram including a 4-bin tower and 2 extra facings of the \$50 games on the front counter, and a 24-game planogram in the newly placed GT28 Self-Service machine, totaling 74 access points for their customers.

Winner Awareness posters and clouds are tastefully displayed for their customers throughout the store. They accept and post debit acceptance signage, have a large playcenter so customers can fill out playslips for their favorite game(s), display an outside facing large digital jackpot sign, and cash winners up to \$599 for players to help drive sales.



Owner: Vilash Patel



YTD their total sales have increased 77% over prior year, and the Scratch-off category alone has grown 107% over the previous year. An astonishing 47% of their Scratch-off sales come from the 2 - \$50 games (3 facings of each game), which is phenomenal. With exceptional sales growth year-over-year, Marathon Food Mart is well on their way to becoming a Top 25 Retailer in the Southern Division.

Christina has been an important aspect in helping maximize their sales growth and business. She visits consistently on a weekly basis, which has been crucial in building a successful partnership. She provides the store with the right amount of signage to promote responsible play, is always available to answer questions quickly regarding lottery products, educate them on new games, and provides them with all the necessary supplies needed to run their business. By continuing to provide excellent service, Christina will further help the store grow and achieve success in 2025 and beyond.

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



Celebrating our Retailers **for 35 Years!**

Hoosier Lottery Retailer **Babbs Supermarket**

Spencer, Indiana



How long have you been the owner of Babbs Supermarket?
We (The Babbs Family) have owned the grocery store since 1928!

What do you love most about your job?
The customers and having a close-knit community.

How long have you been a lottery retailer?
We've been selling lottery since inception in 1989. 35 years!

What is your favorite part about selling Hoosier Lottery tickets?
Our favorite part is the one-on-one engagement with players.
We love our regular lottery players and know them all by name!

What do you love most about Indiana?
Our family has grown up in Spencer and has been a part of the community for generations.

What is an Exchange Ticket?

An Exchange Ticket prints from the terminal when a player redeems a winning Multi-Draw Ticket with future draw dates remaining.

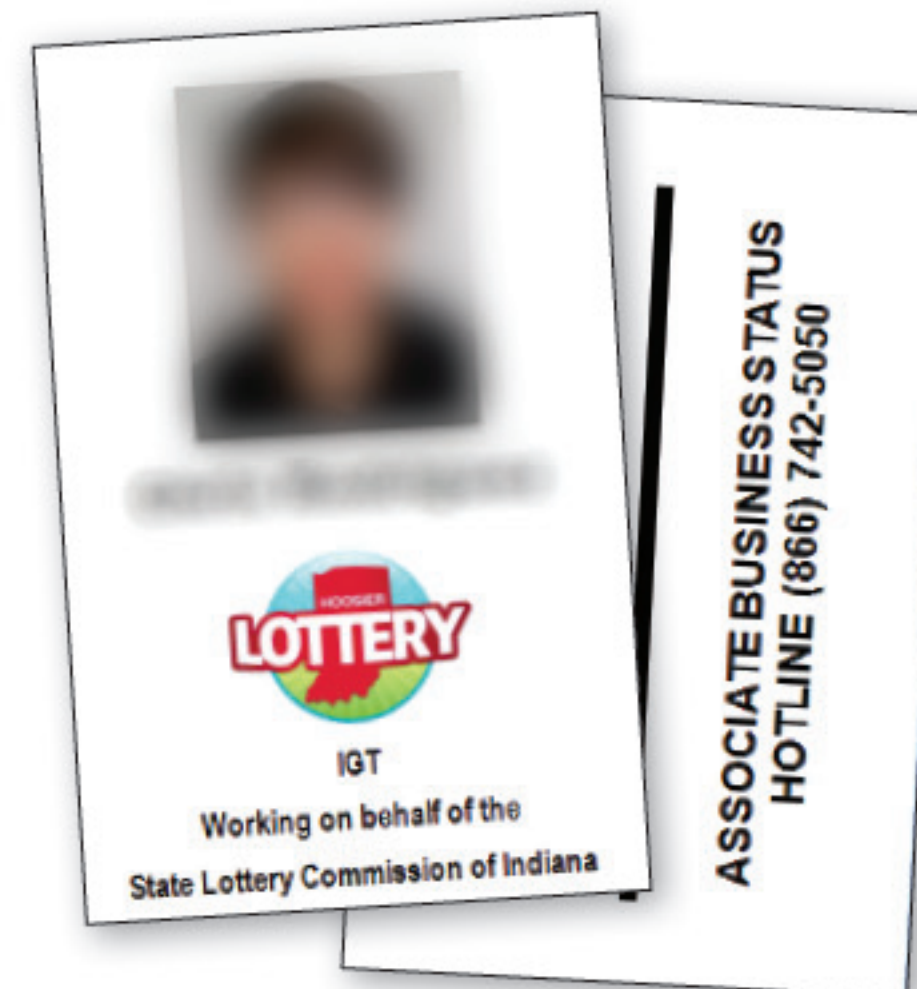
Players do not need to wait until all draws are completed on a single ticket to claim their winnings. The player can redeem a winning ticket once they realize they have won. If there are future draws remaining on their original ticket, an Exchange Ticket will print from the terminal reflecting the remaining draw dates. This ticket prints immediately after the pay receipt.

It is especially important the Exchange Ticket is always given to the player.

This is an Exchange Ticket that printed after the original winning ticket was redeemed. The words 'Exchange Ticket' are printed at the top of the ticket. This is the ticket given back to the player.



Best Practice Reminder

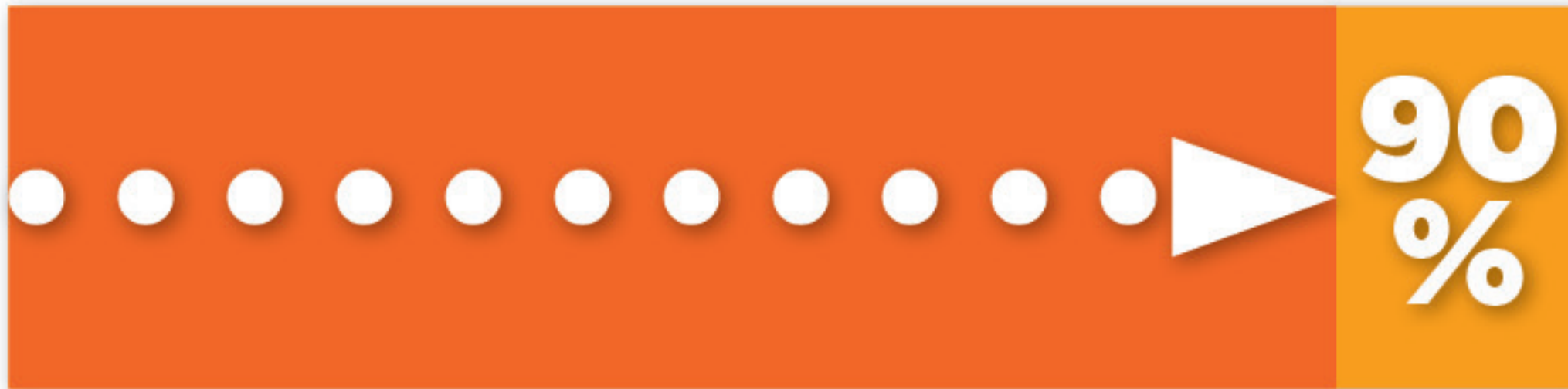


As a best practice, badge verification of any personnel requesting access to Lottery equipment is mandatory. Badges will reflect Hoosier Lottery or IGT Indiana credentials. If a badge cannot be produced, please call Customer Service at 800-955-6886, option 3, option 2, option 2 to verify employment.

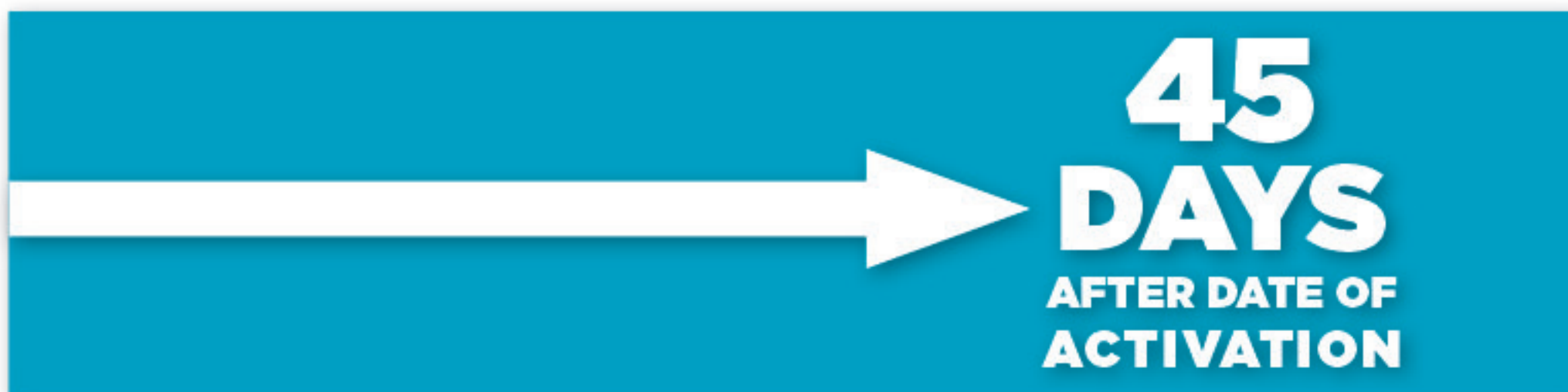
What Causes a Pack to Settle?

There are three ways a pack can settle:

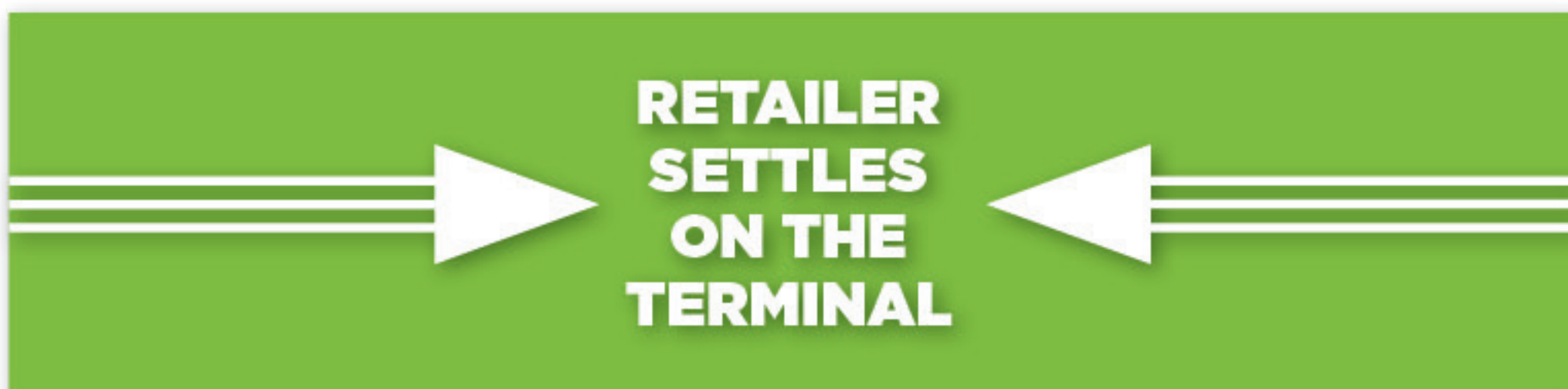
1. 90% of the low-tier winners validated



2. 45 days after the date of activation



3. Retailer settles on the terminal



Most packs settle based on the 90% rule

- Typically, you will have already sold all the tickets in the pack
- However, it is possible you have sold out of a pack and there is a player holding one or multiple winning tickets
 - In this situation, the pack could settle anywhere between you selling out the pack and 45 days after the pack was activated

How can I prevent unexpected settlements?

If you know that you have sold out of a pack of tickets and would like to pay for them on a specific week rather than wait up to 45 days for the settlement to occur, you can settle the pack on the terminal.

Can I have full control over how much I pay weekly?

You can choose to settle a pack upon activation, and the packs you settle will be on the current week's statement. This is the only way to know exactly how much you will be charged weekly for Scratch-off inventory.

Winning tickets not being validated quickly after the sale is more prevalent during the holiday season. Why?

There are more players receiving tickets as gifts, or people buy several packs at the beginning of the season and do not give as gifts for several weeks.

Confirming Orders

Confirming an order on the terminal informs the Hoosier Lottery that you have received delivery of the order.

- **Confirming packs does not start the billing cycle**

Activating Packs

Activating the pack allows your players to collect their winnings. If packs are not activated, validations cannot occur.

- **Activating a pack starts the billing cycle**

Ideal Scratch-off Display Positioning Can Benefit You

Scratch-off display positioning in stores is important because it can increase sales, brand recognition, and customer engagement. When the display is placed strategically, it can be more visible to customers, which can lead to impulse Scratch-off purchases and increased sales.

The Scratch-off display must be placed in the transaction area next to the most used register. When located in this “first” or “best” position, customers are more likely to see our product, prompting them to make a purchase they may not have initially considered.

As stated in the Hoosier Lottery Retailer Policy Manual, page 3:

B. SCRATCH-OFF GAMES

2) Selling Scratch-Off Game Tickets

- a. Retailers shall stock and maintain an adequate Scratch-off inventory in Lottery provided or approved Ticket dispensers, which shall be displayed near a cash register, customer service desk, or other final point of purchase at Retailer’s sales location.

Maximize Your Quarterly Incentive Earning Potential

Each quarter, retailers can earn money through the Hoosier Lottery Quarterly Incentive Program. There are four requirements that must be met to receive payment:

1. Minimum average weekly volume of \$1,000
2. Minimum of 16 bins carried in your primary display
3. Promotional Tower Placement (w/separation from the main display)
4. Display in “first” or “best” position



When you improve in any of these four categories, your quarterly payout could increase, per the percentages listed in the grid below.

- If your Scratch-off dispensers are in the “first” or “best” position, you have met that criterion for all four payout levels
- Conversely, if your display is not in the best position, you will not qualify for a quarterly bonus

Requirement	BRONZE	SILVER	GOLD	PLATINUM
Minimum average Weekly Volume Achieved	\$ 1,000	\$ 1,500	\$ 1,750	\$ 4,000
Minimum number of Scratch-offs in main counter display (doesn't include bins in Feature Tower)	16	24	24	32
4 bin Feature Tower with product separated from main counter display	Optional	Optional	Required	Required
Scratch-off ticket dispensers located in the best position next to primary point of purchase	Required	Required	Required	Required
% of Payout for Scratch-off Validation-Based Sales	0.25%	0.35%	0.50%	1.00%



Benefits of the Lottery Category

Did you know that 95% of lottery customers buy at least one extra item inside the convenient store when making their purchase?

- The overall basket size by lottery customers is \$10.35
- Those customers not buying lottery spend only \$6.29

Lottery drives additional sales in your store. First placement is essential to maximize impulse purchase potential.



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

August 1-17 • Closed Mondays



INDIANA STATE FAIR

SOUNDTRACK OF SUMMER AUG 1-17, 2025

Presented by
Get Prepared Indiana



HOOSIER LOTTERY TOWN HOURS:

- Tuesday - Saturday: 10 a.m. - 8 p.m. ET
- First Two Sundays: 10 a.m. - 7 p.m. ET
- **Hoosier Lottery Day (August 9): 9 a.m. - 8 p.m. ET**
- Last Sunday of the Fair (August 17): 10 a.m. - 5 p.m. ET

HOOSIER LOTTERY DAY AT THE STATE FAIR IS SATURDAY, AUGUST 9

Visitors 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.)



General State Fair information
HoosierLottery.com/LotteryTown

Gifting Lottery Responsibly for Birthdays

Birthdays are a time to celebrate, and many customers may look to lottery tickets as fun, easy gifts. As a valued retailer, you play an important role in promoting responsible gifting. Please remind customers that Hoosier Lottery products are intended for adults 18 and older. While Scratch-offs may seem like a lighthearted surprise, they should never be given to minors, even as a “just for fun” gift.

Encourage shoppers to consider age-appropriate options when purchasing lottery tickets as birthday presents. If they’re buying for an adult, you can still promote responsible play by incorporating Positive Play messaging within the sale.

Thank you for helping the Hoosier Lottery keep play positive. Every ticket sold with care supports our commitment to responsible gaming.

For more resources, visit [HoosierLottery.com/PositivePlay](https://www.hoosierlottery.com/PositivePlay)

If you have Responsible Gaming questions, please reach out to SocialResponsibility@HoosierLottery.com for answers.



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](https://www.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 \$500. Tickets can be entered on the app or at [HoosierLottery.com/Jeopardy](https://www.HoosierLottery.com/Jeopardy)
Enter by September 26, 2025



JURASSIC PARK 2nd Chance

Adventure awaits with the 2nd Chance promotion for a once-in-a-lifetime trip to Hawaii plus a chance at up to \$1 million! Encourage players to enter their eligible, non-winning JURASSIC PARK Scratch-offs to be entered for a chance to win. [HoosierLottery.com/JurassicPark](https://www.HoosierLottery.com/JurassicPark)
Enter by June 30, 2026



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



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

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!

Promotion odds are dependent upon the number of entries received.

	TV	Radio	Social Media	Outdoor
JURASSIC PARK	✓	✓	✓	✓

July Point of Sale

Scratch-offs

- Ticket Inserts

JURASSIC PARK

- ITVM/On-Counter Merchandiser Header
- Play Center Footer
- Dispenser Bridge Toppers
- ESMM Topper
- Change Mat
- ITVM Topper
- Entry Door Decal
- Cooler Cling
- Fountain Mat
- Floor Talker
- Poster
- GEMINI Decal
- GT20 Topper
- Glass Cling
- Play Center Insert
- Tear Pad
- GEMINI Destination Side Panel
- Lug-on

Fast Play

- ITVM Merchandiser Right Panel
- Play Center Side Panel
- Double-side Info Card
- ESMM Pulley
- Vending Card
- GEMINI Destination Insert
- Lighted Bread Box Sign
- 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.

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.

COLOSSAL CASH # 2522	LIVE MILLIONS # 2576	\$2,000,000 ULTIMATE # 2575	EXTREME CASH BLOWOUT # 2574
CASHWORD # 2590	RED HOT MILLIONS # 2478	SUPER CASH BLOWOUT # 2585	THE MONEY # 2573
EMERALD MINE # 2558	THE MONEY # 2571	CHROME # 2509	INDIANA CASH BLOWOUT # 2568
GOALS # 2577	\$38,000,000 SPECTACULAR # 2588	10 YEARS OF CASH # 2578	BENJAMINS # 2581
GIANT WHITE 7s # 2584	JURASSIC PARK # 2591	Play 9 # 2542	LUCKY DOG # 2587
Cherry # 2566	PULL UP \$200s # 2586	JEOPARDY! # 2579	BOBBIN # 2589

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

Scratch-offs to pull from your Self-Service Machines July 1



NEW! Fast Play

ON SALE
JUL 20

How to play:

\$20 Diamond Dazzler

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

Bonus 1: Match the DAZZLER BONUS number to any of YOUR NUMBERS, win \$50 instantly.

BONUS 2: Match both DAZZLER BONUS numbers to any of YOUR NUMBERS, win \$100 instantly.

\$1 Sunny Money

- Match your SUNNY MONEY SYMBOLS to the WINNING SYMBOLS.
- Match 4 or more symbols, refer to the PRIZE LEGEND to determine PRIZE won.

\$5 CONNECT 4™

- Match all four numbers of either color in the same ROW to WINNING NUMBERS, win prize shown for that ROW.
- Each ROW is played separately.



Overall Odds: \$20 Diamond Dazzler 1 in 3.33
\$5 CONNECT 4™ 1 in 3.48 • \$1 Sunny Money 1 in 3.70
CONNECT 4™, ® & © 2025 Hasbro.

07301.25.GB