



April 2024

Retailer Playbook

Volume 12 • Issue 4

WHO WILL BE NEXT?



SINK YOUR TEETH INTO
my2ndChance

ON SALE
APRIL 2



NEW GAMES!

WIN UP TO
\$125,000

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

Estimated Overall Odds: \$2 JAWS 1 in 4.49 • \$5 Titanium Tripler 1 in 3.75
2nd Chance promotion odds are dependent upon the number of entries received.

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WHO WILL BE NEXT?

SINK YOUR TEETH INTO
my2ndChance

\$2 JAWS #2549

- Estimated Overall Odds: 1 in 4.49
- Win up to \$10,000!
- Win double your prize
- Win \$20 instantly
- Enter non-winning tickets for a 2nd chance to win \$10,000
- **Ticket length: 5"**
- Pack size: 100



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\$5 Titanium Tripler #2534

- Estimated Overall Odds: 1 in 3.75
- Win up to \$125,000!
- Win triple your prize
- 3 games to play
- Ticket length: 8"
- Pack size: 100



APRIL PROMOTIONAL TOWER

Use a Promotional Tower to Maximize Commissions

Maintain the games in your tower to promote the following Cash Blitz Scratch-offs:

- \$1 \$20 Cash Blitz
- \$2 \$50 Cash Blitz
- \$5 \$200 Cash Blitz
- \$10 \$500 Cash Blitz

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.

Scratch-offs to Pull April 2

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



28 & 24
Bin Sets and
Self-Service
Machines



Scratch-off Games Closing Notice

GAME NUMBER	GAME NAME	PRICE POINT	LAST RETURN DATE	LAST DATE FOR VALIDATIONS
2547	2024	\$1	5/3/2024	10/30/2024
2504	Frogger	\$2	5/3/2024	10/30/2024
2480	9s in a Line	\$5	5/3/2024	10/30/2024
2487	Extreme Green	\$10	4/23/2024	10/20/2024

- **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: BABBS SUPERMARKET

With a population of about 3,000, Babbs Supermarket is nestled in the small farming community of Spencer, Indiana. Owner, Rob Babbs officially opened the doors in 1928 and has been a Hoosier Lottery retailer since 1989.



Babbs is a leader in customer loyalty due to the top-notch service they provide to their customers. There are no self-checkout lanes, and baggers carry groceries to customers' cars which allows them to socially interact with their customers and lottery players daily. They had this to say about their LSR, Christina Steiner. "She was once a member of this community and knows almost all our employees and customers. She is always engaging and talking with our customers about the newest Scratch-off or Fast Play games, getting them to try and purchase new games."

Babbs Supermarket adheres to the Hoosier Lottery merchandising standards and planograms offering 40 games including a 4-bin tower on the front counter of the Customer Service desk and 24 games in the Gemini Self-Service machine, totaling 64 access points for their customers.

The store is truly a lottery destination in Spencer! Winner Awareness signs are tastefully displayed for their customers



throughout the store. They accept debit and have signage, have an on-counter 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.

Year to date their sales have increased 16.4% over prior year making them a consistent retailer each week in the Southern Division's Top 25 Independent Retailers.

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

YTD, Babbs is currently ranked 3rd in the State for Cash POP™ sales with over \$64,000 and ranked 10th in the State for Fast Play sales with over \$75,500.

Their LSR, Christina Steiner, has been an important advocate 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, assists in keeping bins full at the counter and self-service machine, is always available to answer questions quickly regarding lottery products, 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 2024.



Christina (LSR) along with Darlene and Rachel (Cash Office Managers)

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

Did you know add-ons are available for most Draw Games? Suggestive sell the add-on games below, boosting basket size and revenue, while creating more fun for players!

Add-Ons Available for the following big Jackpot Games:



Power Play®

Players can multiply their non-jackpot winnings when they purchase Power Play for an additional \$1 per play (applies to all

plays on the ticket). A multiplier of 2X, 3X, 4X, 5X, or 10X is randomly drawn prior to the Powerball drawing. Players can multiply any non-jackpot winnings by the multiplier.

Double Play®

When players choose Double Play for \$1 per play, they are eligible for a second drawing immediately after the Powerball drawing. They play their Powerball numbers in the Double Play drawing for a chance to win additional prizes up to \$10,000,000. Players can win on both Powerball and Double Play.



Megaplier®

Players can multiply their non-jackpot winnings when they purchase Megaplier for an additional \$1 per play (applies to all plays on the ticket).

A multiplier of 2X, 3X, 4X, or 5X is randomly drawn prior to the Mega Millions drawing. Players can multiply any non-jackpot winnings by the multiplier.



+PLUS

When players choose +PLUS for \$1 per play, they are eligible for a second drawing immediately after the Hoosier Lotto drawing.

They play their Hoosier Lotto numbers in the +PLUS drawing for a chance to win additional prizes up to \$1,000,000. The automatic multiplier printed on each board also applies to +PLUS prizes (not including the \$1,000,000 top prize). Players can win on both Hoosier Lotto and +PLUS.

Overall Odds: Powerball® 1 in 25 • Double Play® 1 in 25
Mega Millions® 1 in 24 • Hoosier Lotto® 1 in 6 • +PLUS 1 in 6

Add-Ons Available for the following Daily Draw Games:



SUPERBALL

Players can add SUPERBALL for the same cost as their

base wager per play. Prior to the Daily 3 and Daily 4 drawings, the SUPERBALL will be drawn from the numbers 0 – 9. The SUPERBALL can replace any of the **drawn numbers** to make new winning combinations. SUPERBALL is not offered with 1-OFF® wagers.

EZmatch

Players can add EZ Match to their Daily 3 and Daily 4 game for an additional \$1 per play for a chance to win up to \$500 instantly.

BULLSEYE

Players can add BULLSEYE for the cost of the base wager per play. Players can win by just matching the BULLSEYE number. By matching the BULLSEYE number and five (5) or more Quick Draw numbers, players can win both the Quick Draw and BULLSEYE prizes.



EZmatch

Players can also add EZmatch to their Quick Draw game for an additional \$1 per play for a chance to win up to \$500 instantly. Ten (10) numbers with corresponding dollar amounts will print on the lower portion of the ticket. If any of the player's Quick Draw numbers match any of the EZmatch numbers, players win the corresponding prize.

EZmatch

Players can add EZmatch to their CA\$H 5 game for an additional \$1 per play for a chance to win up to \$500 instantly. Five (5) numbers with corresponding dollar amounts will print on the lower portion of the ticket. If any of the player's CA\$H 5 numbers match any of the EZmatch numbers, players win the corresponding prize.



Daily 3, Daily 4, SUPERBALL odds vary by player selection
Overall Odds: CA\$H 5 1 in 11 • EZmatch 1 in 5.1 • Quick Draw 1 in 9.1 BULLSEYE 1 in 8

Big Prize Bonus for Retailers



Owner, Paul Brown and Lottery Sales Representative, Zac Manojlovic

Did you know retailers can also earn an additional 1% bonus for selling the winning jackpot or top prize ticket on select Draw games?* The retailer is compensated after the claim has been paid on the following games and prize tiers:

Powerball® Jackpot

Match all five (5) winning white balls and the winning red Powerball

Powerball 2nd Prize

Match all five (5) winning white balls without matching the winning red Powerball

Powerball Double Play

Match all five (5) winning white balls and the winning red Powerball



Mega Millions® Jackpot

Match all five (5) winning white balls and the winning yellow Mega Ball

Mega Millions 2nd Prize

Match all five (5) winning white balls without matching the winning yellow Mega Ball



Hoosier Lotto® Jackpot

Match all six (6) winning numbers

Hoosier Lotto +PLUS

Match all six (6) winning numbers



CA\$H 5 Jackpot

Match all five (5) winning numbers



Quick Draw Top Prize

Match all ten (10) winning numbers



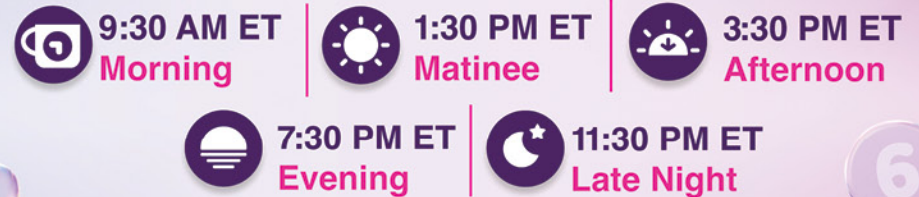
Refer to page seven of the Hoosier Lottery Retailer Policy Manual for complete details regarding commissions, incentives, and bonus payments. **Thank you for supporting the Hoosier Lottery!**

HAPPY 1ST BIRTHDAY CASH POP™

REMIND PLAYERS FUN IS POPPIN UP ALL OVER INDIANA WITH CASH POP

2 Match just one number from 1-15 to win a prize.

TICKETS START AT \$1, PRIZES START AT \$5.



- 5 Daily Drawings
- Player can wager \$1, \$2, \$5 or \$10 per number.
- All prizes are at least 5X the wager amount.



Scan to learn more

*The image above shows how much can be won based on the wager amount for each POP (number) played. Cash POP™ odds vary by player selection. Cash POP is a trademark of IGT.

April is...

— NATIONAL —
**FINANCIAL
LITERACY MONTH**

As our retail partners in our communities, you interact with our players daily. Did you know the Hoosier Lottery offers tools to help players improve their financial literacy and maintain a positive gaming experience?

Understanding odds is connected to maintaining healthy levels of play. We recently created an “Understanding Draw Game Odds” video to help players gain insights into what is true and what is a myth when playing Draw games. You can help by informing players about our promotion. Players can watch our new video and then enter for a chance to win a Positive Play Prize Pack.

Visit [HoosierLottery.com/PositivePlay](https://www.hoosierlottery.com/PositivePlay) to learn more about Positive Play, our new video, and our promotion for a chance to win a Positive Play Prize Pack. We hope these tools will help your customers learn more about financial wellness and maintaining a positive lottery play.



Understanding Draw Game Odds



KEEP *Play* POSITIVE

EXCLUSIVE **my**LOTTERY 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)



Cash Blitz 2nd Chance

Players can enter their eligible non-winning Cash Blitz Scratch-offs into the 2nd Chance promotion for chances to win \$500. Remind players to hold on to their tickets to enter and claim their prize. Learn more at [HoosierLottery.com/CashBlitz](https://www.HoosierLottery.com/CashBlitz)
Promotion period: 2/6 - 4/8



Blitz Bro's Big Spin More chances to win with Blitz Bro's Big Spin

myLOTTERY members can play Blitz Bro's Big Spin, a FREE digital game, for a chance to win a prize pack valued at \$500. Players can spin the wheel to earn entries by visiting [HoosierLottery.com/CashBlitz](https://www.HoosierLottery.com/CashBlitz)
Promotion period: 2/6 - 4/8



Concert Flyaway

The Concert Flyaway promotion is back! This no purchase necessary promotion gives myLOTTERY members a chance to win two tickets to a concert in the US, plus travel and a Hoosier Lottery prize pack! Remind players that it's FREE to join myLOTTERY. We will also be giving away concert tickets on our social channels, so encourage players to follow @HoosierLottery. Learn more at [HoosierLottery.com/Music](https://www.HoosierLottery.com/Music)
Promotion period: 4/14 - 6/17



JAWS 2nd Chance

With the JAWS 2nd Chance promotion, players can take another bite at \$10,000! Remind players to sign-up for myLOTTERY for FREE and enter their eligible non-winning JAWS Scratch-offs into 2nd Chance. Also, encourage players to follow @HoosierLottery on social for additional opportunities to win JAWS-themed prize packs. Learn more at [HoosierLottery.com/JAWS](https://www.HoosierLottery.com/JAWS)
Promotion period: 4/2 - 8/26



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

	Radio	Social Media	Outdoor
JAWS	✓	✓	✓

April Point of Sale

Scratch-offs

- Ticket Inserts
- Play Center Insert

JAWS

- ITVM Merchandiser/
On-counter Merch Header
- Play Center Insert
- Play Center Footer
- How to Play Tear Pad
- Wobbler
- Dispenser Bridge Toppers
- Change Mat
- ITVM Topper
- Entry Door Decal
- Standee
- Floor Talker

Cash Blitz

- Lug-on
- Tower Topper
- Lighted Tower Topper
- Cooler Door Cling
- Coffee Bar Mat
- Floor Talker
- Poster
- GEMINI Destination Side Panel

Fast Play

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

myLOTTERY

- Play Center Insert

Cash POP™

- GEMINI Decal
- Glass Cling
- Play Center Insert



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


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 April 2



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

Hoosier Lottery Draw Times

									
Draw Days	Mon, Wed & Sat	Tues & Fri	Wed & Sat	Daily	Daily	5 Drawings Daily	Midday: Daily Evening: Daily	Midday: Daily Evening: Daily	Midday: Daily Evening: Daily
Sales Cut-off Time	9:58 PM	10:44 PM	10:39 PM	8:45 PM	10:39 PM	Morning: 9:20 AM Matinee: 1:20 PM Afternoon: 3:20 PM Evening: 7:20 PM Late Night: 11:20 PM	Midday: 1:10 PM Evening: 10:39 PM	Midday: 1:10 PM Evening: 10:39 PM	Midday: 1:10 PM Evening: 10:39 PM
Draw Time Around	11:00 PM	11:00 PM	11:00 PM	9:00 PM	11:00 PM	Morning: 9:30 AM Matinee: 1:30 PM Afternoon: 3:30 PM Evening: 7:30 PM Late Night: 11:30 PM	Midday: 1:20 PM Evening: 11:00 PM	Midday: 1:20 PM Evening: 11:00 PM	Midday: 1:20 PM Evening: 11:00 PM
Winning Numbers Posted Around	11:20 PM	11:20 PM	11:20 PM	9:20 PM	11:20 PM	Morning: 9:40 AM Matinee: 1:40 PM Afternoon: 3:40 PM Evening: 7:40 PM Late Night: 11:40 PM	Midday: 1:40 PM Evening: 11:10 PM	Midday: 1:40 PM Evening: 11:10 PM	Midday: 1:40 PM Evening: 11:10 PM
Cancellable	No	No	No	No	Yes, without  No, with 	No	Yes, without  No, with 	Yes	Yes

All times ET. Powerball® with Power Play®, Mega Millions® with Megaplier® and Hoosier Lotto with +PLUS jackpots update at approximately 2:00 AM

Cashing Hours

Draw games and Scratch-offs can be sold and cashed during retailer hours of operation, except between the hours of 2 AM and 3:30 AM (ET)

Retailer Hours of Operation

Individual Lottery retailers determine their own hours of operation and policy regarding the sale and cashing of Hoosier Lottery products.



Odds vary by player selection. Cash POP is a trademark of IGT.