



December 2020

Retailer Playbook

Volume 8 • Issue 12

NEW GAMES!
WIN UP TO
\$500,000!



ON
SALE **DEC 1**

Estimated Overall Odds: \$2 2021 1 in 4.31 • \$5 Jeweled 7s 1 in 3.88 • \$20 \$25,000 Deluxe Cash 1 in 3.71 • \$50 Cash Royale 1 in 3.45
2nd Chance promotion odds are dependent upon the number of entries received.



Dear Hoosier Lottery Retailers,

2020 is winding down and most will agree, it's a year we won't ever forget. We closed the books on the Fiscal Year with total sales of more than \$1.38 billion and set a record in total Scratch-off sales that topped \$1 billion dollars. None of this would have been possible without your efforts.

Many of you were deemed essential in these uncertain times. As an organization, we value all our retailers. You are a key part in allowing the Hoosier Lottery to fulfill its mission to maximize revenue to the State of Indiana in a socially responsible manner. Your continued support allows us to contribute to the Indiana Teachers' Retirement Fund, local police and firefighters' pensions and helps us champion Hoosier dreams big and small.

Our retail partners earned more than \$94 million dollars in commissions in FY20 and have, in turn, played an important role in local communities across the state. Each of you invests money into your business, employees and local groups who help Hoosier communities thrive and prosper.

We are excited to step into 2021 with each of you and know our success happens only with your support. We are proud to partner with you! Happy Holidays and a Happy New Year.

Sincerely,

Sarah M. Taylor

Sarah M. Taylor
Executive Director
Hoosier Lottery



\$50 – Cash Royale #2408

- Estimated Overall Odds: 1 in 3.45
- Win up to \$500,000!
- Prizes start at \$75
- 35 chances to win
- Win \$250 instantly!
- Win up to 10 times your prize
- Ticket length: 12"
- Pack size: 15



\$20 – \$25,000 Deluxe Cash #2394

- Estimated Overall Odds: 1 in 3.71
- 50 \$25,000 top prizes!
- Win \$100 instantly!
- 3 Cash Spots
- 33 chances to win
- Ticket length: 10"
- Pack size: 30



\$5 – Jeweled 7s #2393

- Estimated Overall Odds: 1 in 3.88
- Win up to \$77,777!
- 3 tickets to play
- Win 5 times your prize
- 20 chances to win
- Ticket length: 8"
- Pack size: 100



\$2 – 2021 #2392

- Estimated Overall Odds: 1 in 4.31
- 21 top prizes of \$2,021!
- Win double your prize
- 12 chances to win
- Enter non-winning tickets into the Game On! promotion
- Ticket length: 4"
- Pack size: 100





DECEMBER PROMOTIONAL TOWER



Utilize a Promotional Tower to Maximize Commissions

Maintain the Holiday games currently featured in your tower.

\$1 Tis the Season
\$2 Deck the Halls
\$5 Merry Multiplier
\$10 Holiday Cash Blowout

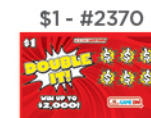
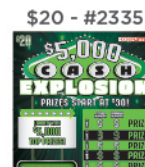
Place the tower containing product near the bin set in the transaction area, closest to the primary register.



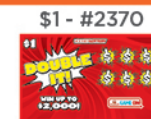
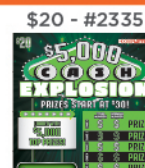
Scratch-offs to Pull December 1

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

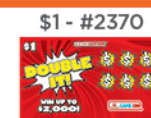
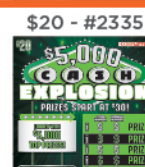
44
Bin Set



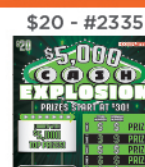
40
Bin Set



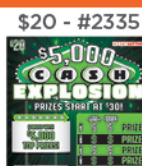
36
Bin Set



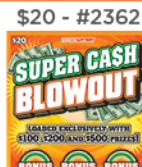
32
Bin Set



28
Bin Set



24
Bin Set, Self Service Machines



*Sell through all remaining inventory of 2382 - Hit \$500. Once sold through, replace with 2226 - \$10 Set for Life.

Your Support Team

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

Instant Ticket Service (ITS) for pack status, ticket delivery, ordering tickets:
 1-800-955-6886 (option 3, option 2)

Questions and Suggestions: info@hoosierlottery.com

Stolen tickets/Security issues?

Call the Hoosier Lottery Security Hotline at: 1-800-695-6886, available 24 hours every day.

Visit www.hoosierlottery.com for more information.



You could earn a FREE bluetooth speaker by keeping bins full.

From December 1 - 30th, Lottery Sales Representative's will award bluetooth speakers to retailers with filled product at all selling locations. All Scratch-off dispensers, including acrylic bins, promotional tower and ITVM/Gemini vending machines must be filled.

Best practices for keeping the counter bins and vending machines full:

- Check bin inventory after each shift. If inventory is low, place another pack behind the tickets for the next shift.
- Before closing, check all bins and vending machines to ensure there are no out-of-stocks for the next day.
- Tape packs together in the vending machine to help minimize out-of-stocks.
- If you do not have a game in stock, double-face the next best-selling game until your order arrives.

December is the month of gift giving which leads to more foot traffic in your store and an increase in Lottery sales, especially Scratch-offs. To ensure you have enough inventory to cover the increased demand, you may receive additional extra packs of new games as part of your game launch allocation, as well as best-sellers through your replenishment orders.

The ordering system is based on validations. If large runs from different packs or full packs of tickets are sold as gifts, the validations often do not occur until after the gift giving season. Please call ITS to communicate these occurrences to ensure replenishment orders are adequate.

Reminders to help manage your Scratch-off inventory and expedite your call to ITS:

- ITS is available to help with all inventory needs Monday-Friday, 7:30 AM-5:00 PM ET at (800)-955-6886, excluding major holidays
 - The Hoosier Lottery offices will be closed on Thursday, December 24th, Friday, December 25th and Friday, January 1st, 2021
- Confirm all orders within a day of UPS delivering
- If you are missing your confirmation slip, have all packs in the order available when calling ITS, as they will need to verbally verify all packs before sharing information for confirmation
- Activate packs when putting out for sale in dispensers or vending machines, and when selling the entire pack to one player
- Remember, if a pack is not activated, players cannot claim their winnings and you will receive a call from ITS requesting the pack get activated
- Have your retailer number available (6 digit) when you call

In addition, due to the holidays, there are several days UPS will not be delivering. This could result in additional delayed deliveries. While we work to get inventory to retailers the day after an order is placed, we are extending our expected delivery to three business days.

**No UPS Delivery On: Friday, December 25th
Thursday, December 31st
Friday, January 1st**

The ITS team will review reporting for possible shortages due to a spike in sales and maintain frequent replenishment orders throughout the month.

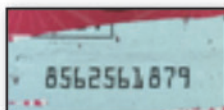
Terminal Tips:

How to Validate Tickets with Non-Readable Barcodes:

Scratch-offs:

1. Select “Scratch Functions” on the terminal.
2. Select “Validate Ticket”.

3. Enter the numbers on the back of the ticket above the long barcode, and then enter the numbers on the front-side of the ticket, close to the bottom, under the latex, next to the SCRATCH TO CASH barcode.



4. After this consecutive string of numbers has been entered, the “Send” button will appear for you to push and then validate the ticket.

Draw Game Tickets:

1. Select “Draw Game Validation” on the terminal.
2. Enter the numbers below the barcode on the front of the ticket.
3. After the numbers have been entered, the “Send” button will appear for you to push and then validate the ticket.

How to Apply for Credit on Jammed Draw Game Tickets:

1. On the terminal, select “Reprints”, which will reprint the most recent terminal transaction.
 - a. DO NOT give this transaction reprint to the player.
2. Select “Special Functions”, and then select “Last 50 Transactions”.
3. Print this report, staple it to the transaction reprint, and then give both reports to your LSR the next time they are in.
4. The LSR will submit the transaction reprint and Last 50 Transactions to the Hoosier Lottery Accounting Department for review and future credit.

Time Saving Terminal Tips:

- **Game Hop:** Push the round game icons at the bottom of the terminal screen to hop between games once you're on a game screen. No need to go back to the main menu!
- **Play It Again:** Do you have players who want to make the same wager on the same game for the next drawing?
 - o Save time by pushing the “Play It Again” button, and then scan the Draw Game ticket they want to replicate for the next drawing.
 - o A new Draw Game ticket, using the same numbers and wager amount for the next drawing, will print.



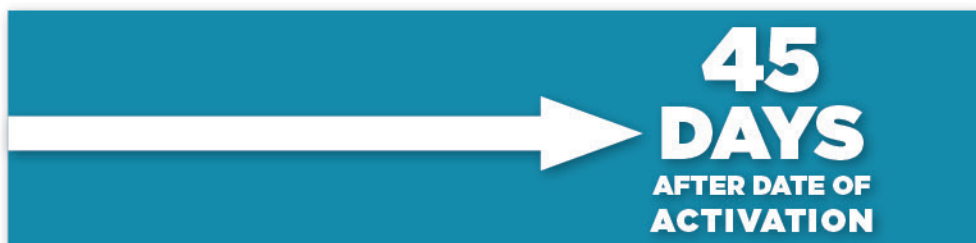
What Causes a Pack to Settle?

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 when 90% of the low-tier winners are validated.
- 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.

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

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.

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 weeks statement. This is the only way to know exactly how much you will be charged weekly for Scratch-off inventory.

Confirming Orders

Confirming an order on the terminal informs 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.**

Theft Prevention Tip: Eliminate Dangling Scratch-offs

The most effective merchandising solution for selling Scratch-offs in the transaction zone is utilizing acrylic bins. Bin displays are the most visible display to players waiting in line or walking into your store.

While Scratch-off theft is relatively uncommon, it can be alluring for some. A simple practice to deter theft of Scratch-offs is to eliminate dangling tickets. Dangling tickets hang, or dangle, from the back of the bin, which could make a reach and grab tempting.



Theft Prevention Tips:

- Ensure sales associates keep Scratch-offs pushed in the bin as far as possible to still handle
- Scratch-off bin placement should be closest to the most common open register that would have a sales associate close by



In the event of theft, immediately contact Hoosier Lottery Security at 1-800-695-6886 to report the incident.

Have the following information ready:

- Your 6-digit Hoosier Lottery retailer number, business name and address
- Your name and phone number
- Scratch-off game number(s), pack number(s), and ticket number(s) for all stolen tickets

THE PERFECT GIFT FROM ADULTS, TO ADULTS.

ENCOURAGE YOUR PLAYERS TO ONLY GIFT LOTTERY TICKETS TO THOSE OVER 18 THIS HOLIDAY SEASON.



18+ TO PLAY

**PLEASE
GIFT
RESPONSIBLY
1-800-994-8448
PROBLEM GAMBLING
HELPLINE**

Remind Your Players to Enter!

Enter all eligible, non-winning Scratch-offs into the myLOTTERY 2nd Chance promotion on the Hoosier Lottery app or hoosierlottery.com

**IT'S A
2ND CHANCE
FOR PLAYERS
TO WIN UP TO
\$500!**

**20 WINNERS
EVERY MONTH!**

**\$1 ticket = 1 entry
\$2 ticket = 2 entries**

See upcoming drawing details below.
Please see hoosierlottery.com for full promotion details and further deadlines and dates.



Game On! my2ndChance® Promotion*			
\$500	\$100	Entry Deadline	Drawing Date
10 Winners	10 Winners	Monday, December 14, 2020	Wednesday, December 16, 2020

Players can enter eligible, non-winning \$1 and \$2 Scratch-off tickets in this ongoing promotion.
\$1 ticket = 1 entry • \$2 ticket = 2 entries

December Advertising

	Television	Radio	Digital	Outdoor
Holiday Campaign through December 25th	✓	✓	✓	✓

December Point of Sale

Holiday Scratch-offs

- ☐ Dispenser Bridge Topper - Small
- ☐ ITVM/On-Counter Merchandiser Header
- ☐ Play Center Footer
- ☐ Lug-on
- ☐ GEMINI Decal
- ☐ Tower Topper
- ☐ ESMM Topper
- ☐ Cardvelope*
- ☐ Poster*

Holiday Scratch-offs cont.

- ☐ Glass Cling*
- ☐ Coffee Bar Mat*
- ☐ Floor Talker*
- ☐ Standee*
- ☐ Cooler Door Cling*
- ☐ Entry Door Decal*

New Scratch-offs

- ☐ Ticket Inserts
- ☐ Dispenser Bridge Topper
- ☐ ITVM Topper
- ☐ Change Mat
- ☐ Play Center Insert

Fast Play

- ☐ ITVM Merchandiser Right Panel
- ☐ Lighted Sign Insert*
- ☐ Vending Card
- ☐ Double-sided Info Card
- ☐ ESMM Pulley
- ☐ Menu of Games Flier

myLOTTERY/Digital

- ☐ Play Center Insert
- ☐ Mobile App Cards

Other Items

- ☐ Terminal Reference Card
- ☐ Fliers (while supplies last)
- ☐ Vending Side Panel - Play Safe

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

December 24 Bin/Self-Service POG

The Hoosier Lottery requires all retailers who have a Self-Service vending machine to follow the 24-bin planogram in their ITVM and/or Gemini.

To aid in this request, the below 24-bin planogram can be torn out and posted inside the vending machine as a convenient reference.

Self-Service equipment is a premium asset and in high retailer demand. Sales performance and planogram compliance are necessary to maximize revenue and maintain placement.

If you have any questions about the games you should be carrying, please contact your LSR today.

1 \$50 CASH ROYALE # 2408 NEW	2 \$20 EXTREME CASH # 2369	3 \$5 MEGA BUCKS # 2319	4 \$2 \$25,000 DELUXE CASH # 2394 NEW
5 \$20 \$500 GRAND # 2381	6 \$10 HIT \$50 # 2382 # 2226	7 \$10 HOLIDAY CASH BLOWOUT # 2391	8 \$5 PLATINUM PAYOUT # 2378
9 \$10 \$1,000,000 Extravaganza # 2323	10 \$10 \$10,000 BONUS # 2366	11 \$5 Cherry Crossword 5X # 2298	12 \$5 HOT 5 # 2380
13 \$5 DOUBLE THE MONEY # 2386	14 \$5 Merry MULTIPLIER # 2390	15 \$5 CASH KING # 2374	16 \$5 GOLD PAYOUT # 2377
17 \$5 EMERALD COIN # 2393 NEW	18 \$5 FROSTY BINGO DOUBLER # 2389	19 \$5 CANDY CANE CROSSWORD # 2385	20 \$5 2021 # 2392 NEW
21 \$5 \$25,000 SPECTACULAR # 2379	22 \$5 DECK THE HALLS # 2388	23 \$5 TIS THE SEASON # 2387	24 \$5 WILD! MULTIPLIER # 2384

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

\$50 - #2346

\$20 - #2362

\$5 - #2368

\$2 - #2376



Draw Schedule

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
POWERBALL <small>HOOSIER LOTTERY</small> non-cancellable							
 MEGA MILLIONS JUST THE JACKPOT non-cancellable							
HOOSIER Lotto <small>PLUS</small> non-cancellable							
Nightly Draws							
 CASH FIVE non-cancellable with EZmatch							
 CASH 4 LIFE non-cancellable							
Multiple Daily Draws							
 QUICK DRAW <small>WITH BULLSEYE</small> Midday & Evening non-cancellable with EZmatch							
 DAILY 3 Midday & Evening							
 DAILY 4 Midday & Evening							



Overall Odds: Powerball® 1 in 25 • Mega Millions® 1 in 24
 Just the Jackpot™ 1 in 303 million • Hoosier Lotto® 1 in 6 • +PLUS 1 in 6
 CASH 5 1 in 11 • EZmatch 1 in 5.1 • Cash4Life® 1 in 8
 Quick Draw 1 in 9.1 • BULLSEYE 1 in 8
 Daily 3, Daily 4 and SUPERBALL odds vary by player selection
 See hoosierlottery.com for more information.