



August 2025

Retailer Playbook

Volume 13 • Issue 8

CHECK OUT OUR NEW GAMES!



**ON SALE
AUG 5**

Estimated Overall Odds: \$10 Stacks of Cash 1 in 3.86
\$5 Diamond Dash 1 in 3.64 • \$2 High Voltage Doubler 4.22

07351.25.GB



\$10 Stacks of Cash #2596

- Estimated Overall Odds: 1 in 3.86
- Stacked with \$10,000 top prizes!
- Win up to 10X your prize
- 25 chances to win
- Ticket length: 10"
- Pack size: 50



\$5 Diamond Dash #2582

- Estimated Overall Odds: 1 in 3.64
- Loaded with \$2,000 top prizes!
- Win 2X or 5X your prize
- Ticket length: 8"
- Pack size: 100

\$2 High Voltage Doubler #2592

- Estimated Overall Odds: 1 in 4.22
- Win up to \$7,000!
- Win double your prize
- Win \$20 instantly
- **Ticket length: 5"**
- Pack size: 100



AUGUST 4-BIN FEATURE TOWER

Use a Feature Tower to Maximize Commissions

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

- \$20 Super Cash Blowout
- \$10 Stacks of Cash
- \$5 Diamond Dash
- \$2 High Voltage Doubler

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 5

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 & 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
2541	Linked Wins	\$1	6/27/2025	8/8/2025	2/4/2026
2528	Six Figures	\$5			
2473	\$300,000 Jumbo Cash	\$10			
2362	Super Cash Blowout	\$20	8/1/2025	9/12/2025	3/11/2026

- **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

Retailer Success: Rocky Marathon



Tahir Khan (Owner) with Sarah Taylor,
Executive Director Hoosier Lottery

Tahir Khan (Owner) with
Andele (Co-Manager)

Located on Rockville Road in Indianapolis, Rocky Marathon has been owned by Tahir Khan for 15 years. Tahir is a firm believer that selling lottery has helped increase foot traffic into the store which aids in sales of all categories.

On January 9, 2025, Rocky Marathon sold a CA\$H 5 jackpot ticket worth \$311,000. That jackpot run had a positive impact on their business by increasing sales throughout the store as the regular players increased their play in hopes of hitting the large jackpot. The jackpot run had a positive impact on sales, and Khan received a 1% bonus for selling the winning ticket. This is a huge win and the store benefited by having increased sales in other categories, gaining the normal lottery selling percentage, and receiving a percentage of the jackpot for selling the winning ticket.

During the check presentation of the CA\$H 5 winning ticket, Khan noted that accepting debit for lottery purchases a few years ago has helped double his lottery sales and increased sales across all categories within the store.

Rocky Marathon adheres to the Hoosier Lottery merchandising standards and planograms offering 44 games including a 4-bin tower on the front counter as well as 24 games in a Gemini Self-Service machine, totaling 68 access points for their customers. Currently, they are averaging \$12,000+ in total sales per week. Since the counter is behind glass, they utilize our Lighted Suction Cup Menu Board and Tower for merchandising which allows the lottery category to stand out among other products on the counter.

Their LSR, Joe Faber, has served an important role in helping maximize their sales growth and business. He provides them with an ample amount of POS, including Shopper Marketing pieces and Winner Awareness signs that are tastefully displayed for their customers throughout the store. They place debit acceptance signs, have a large playcenter near the Self-Service machine so customers can fill-out playslips, feature a new, outside-facing quad digital jackpot sign, and cash winners up to \$599 for players. All of these initiatives help drive in-store sales.

Joe spends time training on his visits which keep the staff extremely knowledgeable and educated on all lottery products. This knowledge allows them to fully understand, explain, and sell games we offer to their customers. It also helps them in aiding players with specifics of what games provide the best odds and highest payouts. YTD, their \$30 Scratch-off price point has grown 22% and Fast Play has grown 31%.

Additionally, Joe visits consistently on a weekly basis which has been crucial in building a successful partnership. He 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, Joe will further help the store grow and achieve continued success.



Tahir Khan (Owner) with Marlene
(Co-Manager/Main Lottery Contact)

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



Hoosier Lottery Logos Over the Years



hoosier lottery™



CHAMPIONS OF PLAY™

Fun Facts:

April 19, 1992:
Powerball sales begin!

April 22, 1992: The first
Powerball drawing is
conducted. A ticket sold by a
Hoosier Lottery retailer wins
the first Powerball jackpot!

May 4, 1992: Indiana leads the
United States in Powerball
sales after two weeks.²

² The Muncie Times, Thursday, June 18, 1992

Are You Ready for Your Next Retailer Renewal?

The Hoosier Lottery requires retailers to renew their Retailer Agreements & Certificates of Authority every four years. Submitting paperwork timely, at least 30 days prior to expiration, ensures no lapse in service. The renewal paperwork is mailed to the business address 90 days prior to the expiration date. Here are a few tips that can ensure that the renewal process runs smoothly:

- Contact the Indiana Department of Revenue to verify your tax account is "in good standing."
- Verify with the Indiana Secretary of State that your business entity is in "Active" status.
- Submit your renewal paperwork at least **30 DAYS** before your license expires.
- Make sure the renewal paperwork is signed by an owner/officer or responsible party of the business that can be verified.

A \$50 renewal fee will be drafted from the bank account associated with your Lottery account after the paperwork has been renewed. When your renewal application is approved, you will receive an updated Certificate of Authority to display at your business.

**Please contact the Licensing Department
for any information regarding your renewal
Monday - Friday,
8:30 AM - 5:00 PM ET at
1-800-955-6886 (option 3, option 4)**



Self-Service Refund Slips

Refund slips print from Self-Service machines when there is an issue with the machine and there is more cash in the vending machine cashbox than tickets sold. The refund slip is an indication that you owe a refund (money) to a player. The player should not be sent away and have to contact the Lottery for the refund. When you have a refund slip you can choose to pay from your register or from the vending machine's cashbox.

Paying from the register's cash drawer:

- Pay the player the amount displayed on the refund slip
- Keep the refund slip for balancing purposes, your register's cash drawer will be short this amount
- Vending machine cashbox will be over by this amount

Paying from vending machine cashbox:

- Your vending machine cashbox will now be in balance with machine sales

Note: Hoosier Lottery does not issue credits to retailers for refund slips. Keep the refund slip. This should help balance any shortages you have in your cash drawer/box.



Hoosier Lottery Draw Game Adjustment Request Policy

As a reminder, it is the Hoosier Lottery's policy to not credit retailers for Draw Game tickets deemed saleable. Because most Draw Games are non-cancellable, below are steps to minimize the printing of unwanted tickets.

- Verify the cost of the wager with the player before creating the ticket
- Ask for payment prior to selecting YES on the confirmation screen
- Change printer paper before the roll runs out
- Ensure all sales associates know how to operate the terminal (create, cancel tickets)

Steps To Follow For Credit To Be Considered:

- Reprint the last transaction. Reprint to be kept for LSR. Do **NOT** give to player.
- Print the Last 50 Transaction report
- Save the above reports and the ticket for your LSR to pick-up and turn into the Lottery for review

Include as much information as possible to aid in the Lottery's research and decision-making process regarding whether a credit will be given.

Credit is never guaranteed.

Staff Training

Do you have new staff members or current employees who might be looking to better their skills in Lottery operations? If so, contact your Lottery Sales Representative to set up an in-store training session with a Lottery Trainer.

Also, check out the Draw Game "How To Play" videos at HoosierLottery.com and [YouTube.com/TheHoosierLottery](https://www.youtube.com/TheHoosierLottery). Videos are available for all the Draw Games, including our most recent release, Cash POP™.

How To Load Paper Into The Lottery Printer

1. Press silver button on top left to open printer cover and remove empty roll core
2. Remove black plastic wrap from a new roll of ticket stock and tear off sticker holding start of the roll
 - a. Ticket stock is assigned by retailer number and each roll in your possession has been assigned to your store. Ticket stock cannot be shared between stores
3. Position roll in printer, coming from the bottom facing you, setting new paper roll in cradle
4. Pull some paper over front of printer and close cover
 - a. Do not load paper under bar on inside of printer, as this will cause paper jams
5. Blow out dust from printer with compressed air between rolls to keep cutter sharp and functioning well

1. Press "question mark" in upper corner of terminal screen
2. Press "Video Help"
3. Press "Printer"
4. Press "Load Paper" and a brief video will display showing the steps above

Prefer video assistance?

Keep Play Positive: Understand Draw Game Odds and Information

As a trusted Hoosier Lottery retail partner, you play an important role in helping players make informed decisions. One way you can support positive play is by guiding customers to reliable information about the odds and features of our Draw games.

If a player has questions about Draw games like Powerball, Mega Millions, or Daily 3, you can let them know that odds and instructions are printed directly on the back of each play slip. This is an easy, accessible way for players to learn more at the counter.

Additionally, the Hoosier Lottery offers in-depth educational tools online, including details on odds, prize breakdowns, and how Draw games are played. For more information, point players to HoosierLottery.com/FinancialTools



By helping direct players to these resources, you're supporting transparency, building trust, and promoting responsible play across Indiana. Thank you for being a key part of that effort!

For more resources, visit 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**



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
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
Enter by June 30, 2026



Learn more at HoosierLottery.com/Promotions



Learn more at 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!

	TV	Radio	Social Media	Outdoor
JURASSIC PARK	✓	✓	✓	✓
Cash POP™		✓	✓	✓

August 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.

August 2025 24 and 28 Bin/Self-Service POG

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 \$10 #2522 COLOSSAL CASH	2 \$10 #2576 LUXE MILLIONS	3 \$10 #2575 \$2,000,000 ULTIMATE	4 \$10 #2574 EXTREME CASH BLOWOUT
5 \$10 #2590 CASHWORD	6 \$10 #2478 RED HOT MILLIONS	7 \$10 #2585 SUPER CASH BLOWOUT	8 \$10 #2573 THE MONEY
9 \$10 #2558 EMERALD MINE	10 \$10 #2571 THE MONEY	11 \$10 #2509 CHROME	12 \$10 #2568 INDIANA CASH BLOWOUT
13 \$10 #2596 STACKS OF CASH	14 \$10 #2588 \$38,000,000 SPECTACULAR	15 \$10 #2578 10 YEARS OF CASH	16 \$10 #2582 DIAMOND DASH
17 \$10 #2584 & #2479 WHITE 7s	18 \$10 #2591 JURASSIC PARK	19 \$10 #2542 Neon 9	20 \$10 #2587 LUCKY DOG
21 \$10 #2566 Cherry	22 \$10 #2586 FULL OF \$200s	23 \$10 #2592 HIGH VOLTAGE DOUBLE	24 \$10 #2589 BOBBIN' for Cash

Scratch-offs to pull from your **24 Bin** Self-Service Machines August 5



28 Bin Set

1 \$10 #2522 COLOSSAL CASH	2 \$10 #2576 LUXE MILLIONS	3 \$10 #2575 \$2,000,000 ULTIMATE	4 \$10 #2476 7
5 \$10 #2574 EXTREME CASH BLOWOUT	6 \$10 #2558 EMERALD MINE	7 \$10 #2585 SUPER CASH BLOWOUT	8 \$10 #2506 Triple Diamond
9 \$10 #2543 ELECTRIC 7s	10 \$10 #2573 THE MONEY	11 \$10 #2478 RED HOT MILLIONS	12 \$10 #2590 CASHWORD
13 \$10 #2571 THE MONEY	14 \$10 #2596 STACKS OF CASH	15 \$10 #2459 Cherry 10x	16 \$10 #2568 INDIANA CASH BLOWOUT
17 \$10 #2509 CHROME	18 \$10 #2588 \$38,000,000 SPECTACULAR	19 \$10 #2578 10 YEARS OF CASH	20 \$10 #2542 Neon 9
21 \$10 #2584 & #2479 WHITE 7s	22 \$10 #2591 JURASSIC PARK	23 \$10 #2587 LUCKY DOG	24 \$10 #2582 DIAMOND DASH
25 \$10 #2566 Cherry	26 \$10 #2586 FULL OF \$200s	27 \$10 #2592 HIGH VOLTAGE DOUBLE	28 \$10 #2589 BOBBIN' for Cash

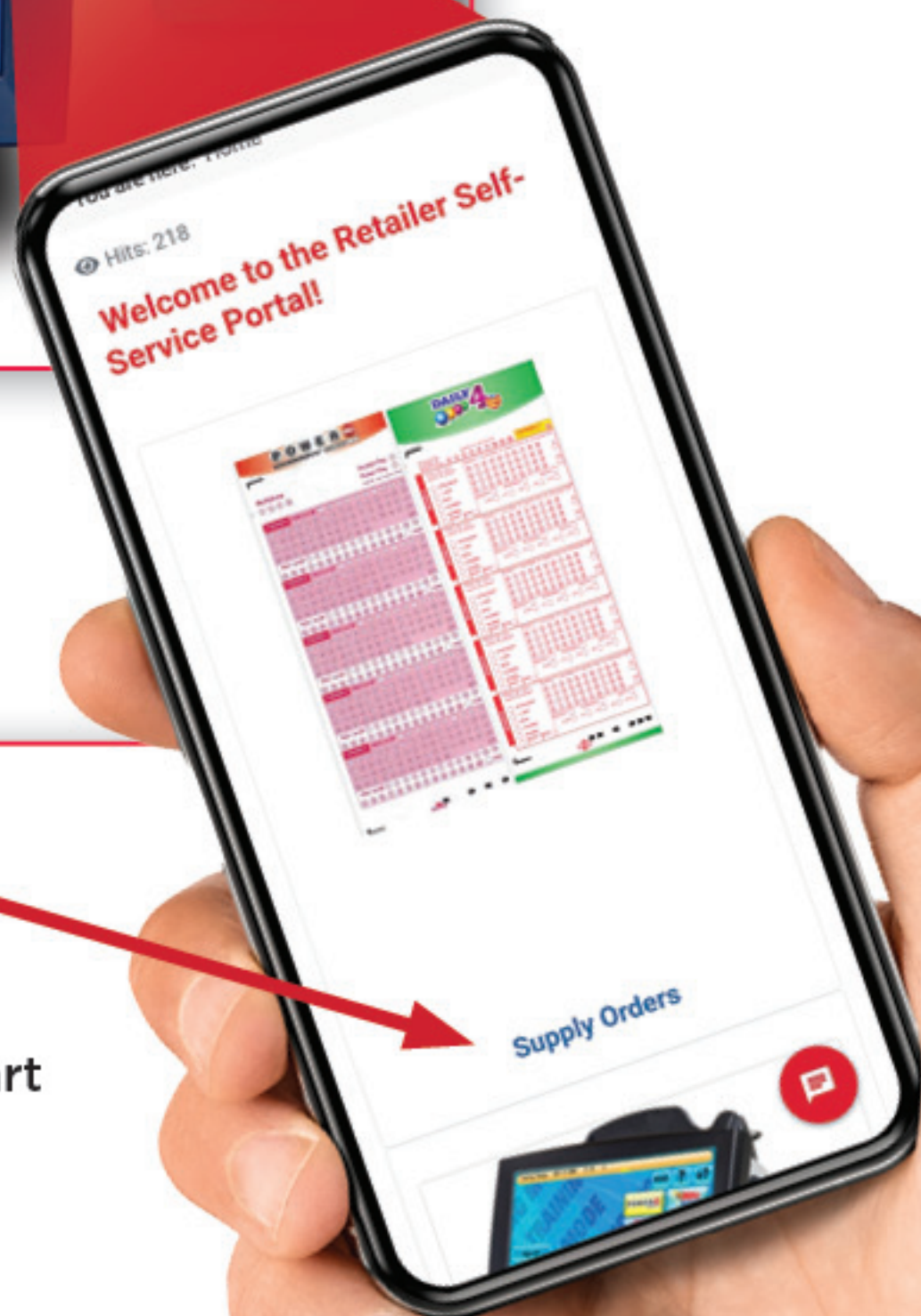
Scratch-offs to pull from your **28 Bin** Self-Service Machines August 5



Ordering terminal paper and play slips just got easier!



- Click on **"Supply Orders"** HERE
- Type **"Hello"** to the Hoosier Lottery Bot to start the supply order process
- Follow the prompts



Don't forget to click the "Submit" button to complete your order!

Submit