



January 2021

Retailer Playbook

Volume 9 • Issue 1

New Games!

ON SALE
JAN 5



Win Up To
\$100,000!



Estimated Overall Odds: \$1 Blazing 777® 1 in 4.59 • \$2 Money Bag Multiplier 1 in 4.37
\$3 Wild Cherry Crossword Tripler 1 in 3.88 • \$5 Cash Bonanza 1 in 3.80 • \$10 Indiana Cash Blowout 1 in 9.86
BLAZING 777® and © 2021 SG Gaming, Inc. All Rights Reserved.

1-800-894-8448
PROBLEM GAMBLING
HELPLINE
PLAY RESPONSIBLY

18+
TO PLAY



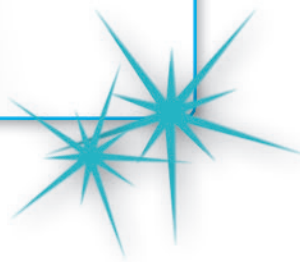
\$10 Indiana Cash Blowout #2399

- Estimated Overall Odds: 1 in 9.86
- Loaded exclusively with \$50, \$100 and \$250 prizes!
- 30 chances to win
- Ticket length: 10"
- Pack size: 50



\$5 Cash Bonanza #2398

- Estimated Overall Odds: 1 in 3.80
- Win up to \$100,000!
- 2 Bonus Spots
- Win \$50 instantly
- Win all 20 prizes instantly
- 22 chances to win
- Ticket length: 8"
- Pack size: 100



\$3 Wild Cherry Crossword Tripler #2397

- Estimated Overall Odds: 1 in 3.88
- Win up to \$50,000!
- Wild Cherry symbol triples
- Ticket length: 6"
- Pack size: 100



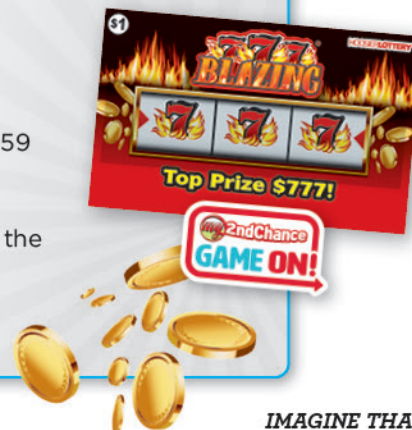
\$2 Money Bag Multiplier #2396

- Estimated Overall Odds: 1 in 4.37
- Win up to \$15,000!
- Win up to 20 times your prize
- Enter non-winning tickets into the Game On! promotion
- Ticket length: 4"
- Pack size: 100



\$1 BLAZING 777® #2395

- Estimated Overall Odds: 1 in 4.59
- Win up to \$777!
- Win TRIPLE your PRIZE
- Enter non-winning tickets into the Game On! promotion
- Ticket length: 2.5"
- Pack size: 200





January Promotional Tower

Utilize a Promotional Tower to Maximize Commissions

Change out the games in your tower to promote the following games:

- \$1 BLAZING 777®
- \$2 Money Bag Multiplier
- \$3 Wild Cherry Crossword Tripler
- \$10 Indiana Cash Blowout

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 January 5

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

Remove the below tickets from ALL Bin Sets and Self-Service Machines



New Year, New Staff Training

Do you have new staff members or current employees who might be looking to better their skills in Lottery operations? Hoosier Lottery has training resources available to fit your training needs.

For quick reference, "How to Play" videos are available on the Hoosier Lottery's YouTube channel at:

[youtube.com/thehoosierlottery](https://www.youtube.com/thehoosierlottery)

To get a hands-on training for your store, work with your Lottery Sales Representative to set up an in-store training session with a Lottery Trainer.

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.

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
A MONTH!**

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

See upcoming drawing details below.

Please see hoosierlottery.com/my2ndchance for full promotion details and further deadlines and dates.



Game On! my2ndChance® Promotion*			
\$500	\$100	Entry Deadline	Drawing Date
10 Winners	10 Winners	Monday, January 25, 2021	Wednesday, January 27, 2021

Players can enter eligible, non-winning \$1 and \$2 Scratch-off tickets in this promotion.

January Point of Sale

Scratch-offs

- ☐ Ticket Inserts
- ☐ Dispenser Bridge Toppers
- ☐ ITVM Merchandiser Right Panel
- ☐ Play Center Insert
- ☐ ESMM Topper
- ☐ Glass Cling
- ☐ ITVM Topper
- ☐ Tower Topper

Fast Play

- ☐ Play Center Footer
- ☐ ITVM/On-Counter Merchandiser Header
- ☐ Double-sided Info Card
- ☐ Menu of Games Flier
- ☐ Vending Card
- ☐ ESMM Pulley
- ☐ Change Mat
- ☐ GEMINI Decal

myLOTTERY/Digital

- ☐ Play Center Insert
- ☐ Mobile App Cards

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

January 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	CASH ROYALE # 2408	2	EXTREME CASH # 2369	3	MEGA BUCKS # 2319	4	\$25,000 DELUXE CASH # 2394
5	\$500 GRAND # 2381	6	\$10,000 A MONTH # 2226	7	INDIANA CASH BLOWOUT # 2399	8	PLATINUM PAYOUT # 2378
9	\$1,000,000 Extravaganza # 2323	10	\$10,000 BONUS # 2366	11	CASH KING # 2374	12	HOT 5 # 2380
13	DOUBLE THE MONEY # 2386	14	GOOD BONANZA # 2398	15	Cherry Crossword 5X # 2298	16	GOLD PAYOUT # 2377
17	EMERALD EASY 10X # 2393	18	FROSTY BINGO DOUBLER # 2389	19	Cherry Crossword # 2397	20	2021 # 2392
21	\$25,000 SPECTACULAR # 2379	22	MONEY BAG MULTIPLIER # 2396	23	BLAZING # 2395	24	WILD MULTIPLIER # 2384

Scratch-offs to pull from your Self-Service Machines January 5



Fast Play

ALL GAMES AVAILABLE
JAN 17

How to play:

\$10 Triple Win

- Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win prize shown for that number.
- Match 3 like PRIZE amounts, win that amount.
- Match 3 like YOUR NUMBERS, win \$50 instantly!

\$5 Double Win

- Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win prize shown for that number.
- Match 3 like PRIZE amounts, win that amount.

\$5 Roulette

- Match 3 or more of YOUR SPIN NUMBERS to any of the TABLE NUMBERS, win the prize shown for that SPIN.
- Match 7 or more of YOUR SPIN NUMBERS to any of the TABLE NUMBERS, win DOUBLE the prize shown for that SPIN.
- Each SPIN is played separately.

\$2 Blizzard Bingo

- Match the CALL NUMBERS to the numbers on your CARDS.
- Complete a WINNING PATTERN, win the prize for that pattern! Snowflakes are free spaces.
- Only the highest prize may be won. Each CARD is played separately.

\$1 Cooking Up Cash

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



Overall Odds: \$10 Triple Win 1 in 3.26
\$5 Double Win 1 in 3.45 • \$5 Roulette 1 in 3.08
\$2 Blizzard Bingo 1 in 3.10 • \$1 Cooking Up Cash 1 in 4.05