



# PlayBook

THE OFFICIAL PUBLICATION FOR VIRGINIA LOTTERY RETAILERS



Introducing  
**VIRGINIA LOTTERY BLACK**  
IT'S THE NEW GREEN  
\$150,000 TOP PRIZE

INSIDE: Meet the NEW Virginia Lottery Black.

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## Playtime for Pet Lovers

offering players a chance to WIN a \$500 shopping spree



## They say dogs are lucky and cats have nine lives.

Now, with the Virginia Lottery's new **Lucky Dog Doubler** and **Cat Scratch Fever** Scratchers, players and pet lovers alike can get a second chance, too. Players can enter the *Pet Lovers* Facebook promotion by "liking" the Virginia Lottery on Facebook and entering a Web code from a non-winning ticket for a chance to win a \$500 gift card. In-store POS and ads on Facebook will help increase awareness and participation for this promotion.

Twelve weekly drawings will be held on the following dates:

Draw Number	Entry Dates	Draw Date
Draw 1	01/10/12 – 01/17/12	01/18/12
Draw 2	01/18/12 – 01/24/12	01/25/12
Draw 3	01/25/12 – 01/31/12	02/01/12
Draw 4	02/01/12 – 02/07/12	02/08/12
Draw 5	02/08/12 – 02/14/12	02/15/12
Draw 6	02/15/12 – 02/21/12	02/22/12
Draw 7	02/22/12 – 02/28/12	02/29/12
Draw 8	02/29/12 – 03/06/12	03/07/12
Draw 9	03/07/12 – 03/13/12	03/14/12
Draw 10	03/14/12 – 03/20/12	03/21/12
Draw 11	03/21/12 – 03/27/12	03/28/12
Draw 12	03/28/12 – 04/03/12	04/04/12

### RETAILER SPOTLIGHT

## Selling Power Play Can Mean Big Money for Retailers AND Players

How can you turn \$750 into \$10,000 in less than a minute? Upsell *Powerball* tickets to customers who think spending an extra dollar is worth two million dollars. If your customer plays *Powerball with Power Play* and wins second prize, they'd win a cool \$2,000,000!

Many retailers have seen the benefit in asking *Powerball* players, "Do you want to *Power Play* that ticket?" Their customers are glad when they win larger prizes. And they're REALLY glad when their prize turns into seven figures. When one store's customer played *Powerball with the Power Play* option and turned a \$200,000 prize into \$1,000,000, the store earned a nifty \$10,000 selling bonus instead of \$750! Even though *Powerball* tickets now cost \$2, the *Power Play* is still just \$1 extra. And that second prize is a cool \$2,000,000 with *Power Play*.

It only takes a second to ask if a player wants *Power Play*. It's easy for clerks to ask and easy for customers to play. And look what can happen!

### RETAILER INFORMATION

## Selling Bonus Program

### Perks that Pay!

Virginia Lottery retailers continue to earn additional bonuses when they sell winning online AND Scratcher tickets with prizes of \$20,000 or more.

- When a retailer sells a prize that will be awarded as an annuity, bonus will be based on the cash value of the advertised prize.
- When your store sells a winning ticket with a prize of \$20,000 or more, you earn an additional selling bonus (see chart). Bonuses are for selling online AND Scratcher winning tickets.

### Selling Bonus Levels

Prize Sold	Bonus
\$20,000 – \$49,999	\$250
\$50,000 – \$99,999	\$500
\$100,000 – \$499,999	\$750
\$500,000 – \$4,999,999	\$10,000
\$5,000,000 or more	\$50,000

### RETAILER INCENTIVE

## Stretch to Your Goal: January 1 — March 31, 2012

It's simple. The more Scratchers you sell, the more you make!

### For retailers who sold Lottery products January 1 — March 31, 2011

Retailers will receive three sales goals for the 3-month incentive:

- Reach 1st Goal = earn \$100
- Reach 2nd Goal = earn \$150
- Reach 3rd Goal = earn \$200
- To qualify for the incentive program, retailers must activate at least one (1) pack of each new scratch game launched during the incentive period.
- Your Sales Rep will provide sales updates during their regularly scheduled visits.
- Incentive payments will be made in April 2012.

### For retailers who DID NOT sell Lottery products January 1 — March 31, 2011

(including new retailers and changes of ownership)

- Retailers who activate at least one (1) pack of each new scratch game within the first three days of sales will earn *Double Commission* on the first pack of each new game for that month.
- Each launch will be independent of other launches. For example, if you miss incentive earnings in January, you still can earn them in February and March.
- Incentive payments for these retailers will be made monthly.

### Six Steps for Scratcher Success:

- Lottery players look for new games.** Be sure to activate new games immediately to drive foot traffic and increase sales and commission.
- Keep your bins filled.** Ensure you have products available for your customers to keep them buying from you – *and coming back for more!*
- Use new Scratchers as an opportunity to cross-sell other Lottery products.** Let your customers know about Mega Millions and Powerball, and explain to them how easy they are to play – *just one button push on the Lottery terminal screen is all it takes to generate a Quick Pick Mega Millions or Powerball ticket!*
- Let your Sales Rep manage your Scratcher inventory.** Lottery Sales Reps have game-specific sales information for YOUR store that enables them to ensure you have the fastest-selling, highest-demand games. *They can help you increase sales and reach your goal!*
- Place indoor and outdoor POS materials in highly visible, high-traffic areas.** Customers buy what they know and can see – *so help educate your customers to create impulse purchases.*
- Train and educate shift employees on new Lottery games and promotions.** Education is the key to helping prevent lost sales during all hours of operation for your store – *even off-peak hours!*

### WINNER SPOTLIGHT

## Increase Chances for a Winning Experience at Your Store

It pays to ask players if they'd like additional Lottery tickets instead of cash when they claim prizes at your store. **Recently, a player won \$100,000** at the 7-Eleven on Augusta Avenue in Grottoes when she bought two additional tickets instead of cashing in a prize. The clerk sold two *10X the Money* tickets to Mona See when the regular customer cashed in a \$10 prize on her *Hail to the Redskins* ticket. The clerk who sold the big prize-winning ticket was so excited she couldn't believe it! **The store earned \$750 for selling that \$100,000 ticket**, and now they can publicize this regular customer's good fortune, letting others know that their particular store is a lucky place to play Lottery.



Mona See with her \$100,000 check.

*It's chic, stylish and sophisticated.*



*It's the all-new*  
**VIRGINIA  
 LOTTERY  
 BLACK**  
 \$150,000 TOP PRIZE

Customers everywhere will be saying that the brand-new **Virginia Lottery Black** is the *must-have Scratcher of the season*. Its high-dollar top prize and sleek, bold new look make this game perfect for any occasion. **Black's not only back, it's the new green.**

**Virginia Lottery Black:**

- Price: \$5
- Date: February 7, 2012
- Top Prize: \$150,000
- Odds: 1 in 4.23
- Payout: 68%

**MORE MILLIONAIRES • NEW PRICE • BIGGER JACKPOTS • MORE MILLIONAIRES • NEW PRICE • BIGGER JACKPOTS**



**POWERBALL HAS DOUBLED ITS JACKPOT!**



Up from \$1, the new \$2 Powerball has doubled both retail profits and the starting jackpot to **\$40 million!** In addition, the second cash prize now is worth \$1 million, and those who add Power Play have the chance to win even more. Expect big sales with this fan favorite, now with twice the starting jackpot!

**QUICK FACTS**

- \$2 Powerball Tickets
- \$1 MILLION Cash for Second Prize (\$2 MILLION with Power Play option)
- WEEKLY DRAWINGS: Wednesday and Saturday at 11 P.M.
- \$40 MILLION Starting Jackpot
- OVERALL PRIZE ODDS: 1 in 32

**INCREASE WINNINGS WITH THE POWER PLAY OPTION**

For an additional \$1, players can add the Power Play option, giving them a chance to win a higher prize. There no longer will be a multiplier like before. Instead, Power Play non-jackpot prizes will be set amounts.

Match White Balls & Red Powerball	Prize (NO Power Play)	Prize (YES Power Play)	Chances
0 0 0 0 0 0	<b>JACKPOT!</b>	<b>JACKPOT!</b>	1 in 175,223,510
0 0 0 0 0	<b>\$1,000,000</b>	<b>\$2,000,000</b>	1 in 5,153,633
0 0 0 0 0	<b>\$10,000</b>	<b>\$40,000</b>	1 in 648,976
0 0 0 0	<b>\$100</b>	<b>\$200</b>	1 in 19,088
0 0 0 0	<b>\$100</b>	<b>\$200</b>	1 in 12,245
0 0 0	<b>\$7</b>	<b>\$14</b>	1 in 360
0 0 0	<b>\$7</b>	<b>\$14</b>	1 in 706
0 0	<b>\$4</b>	<b>\$12</b>	1 in 111
0	<b>\$4</b>	<b>\$12</b>	1 in 55

**BOOST SALES AND EXCITEMENT WITH THE \$2 POWERBALL "BONUS" RAFFLE PROMOTION**

From NOW until February 29th, the "BONUS" Raffle Promotion will help generate awareness, trials and sales of new \$2 Powerball. Players who buy ONE \$2 Powerball ticket will automatically receive ONE Bonus Raffle ticket while supplies last. Bonus Raffle tickets also can be purchased individually for \$1. *Don't forget to remind your customers about this special promotion.*

**Bonus Raffle Drawing:** Thursday, March 1, 2012, at 10:00 A.M.

**Prizes:** 1 top prize of \$100,000; 400 prizes of \$250

**Odds:** Odds of winning top prize are 1 in 3,000,000

**Commissions:** Retailers will earn 5% sales commissions on FREE Bonus Raffle tickets. The retailer who sells the winning Bonus Raffle ticket will receive a \$750 Selling Bonus.

