

Enhanced Selling Bonus Program

Virginia Lottery retailers continue to earn additional bonuses when they sell winning online AND Scratcher tickets with prizes of \$20,000 or more. The Enhanced Selling Bonus Program changed slightly on January 21, 2009. There are five bonus levels instead of six. Retailers selling a ticket with a \$500,000 prize will now earn \$10,000 instead of \$5,000.

When a retailer sells a prize that will be given as an annuity, the bonus will be based on the cash value of the advertised prize.

Any time your store sells a winning ticket with a prize of \$20,000 or more, you'll earn an additional selling bonus, according to the chart here. These 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

selling bonus

A Virginia Lottery retailer will earn this enhanced selling bonus when:

- An online ticket is determined to be a winning ticket, according to rules and regulations of the Virginia Lottery.
- A Scratcher ticket is claimed by a player and validated by Virginia Lottery officials, according to rules and regulations of the Virginia Lottery.

Payments for these selling bonuses will be credited to a retailer's Virginia Lottery account and will appear on the retailer's Virginia Lottery statement.