

The Lottery

LOWDOWN



September - October 2020

NEW FAST WAYS TO PLAY ARE COMING SOON

NEW
FAST-PLAY

& Fresh Instants Will Take
Sales to the Fast Lane

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**FAST PLAY®
DETAILS
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FAST-PLAY THE FASTEST WAY TO PLAY

Fast Play is coming to your Illinois Lottery terminal in late September 2020. Fast Play games are quick and easy draw games that are available for purchase through the Photon terminal or Win30. There are no numbers to pick, no play slips to complete, no scratching, and no drawing that requires waiting.



Name	Piggy Bank Bucks	Hot Dice	Blackjack	Illinois Jackpot
Price Point	\$1	\$5	\$5	\$10
Overall Odds	1 in 4.26	1 in 3.85	1 in 3.68	1 in 2.92
% Paid in Retail	87.06%	98.79%	82.22%	81.94%
Top Prize	\$5,000	\$10,000	Starting at \$10,000	Starting at \$20,000
Game Type	Set	Set	Progressive	Progressive
Game Details	Eliminate the numbered coins in the Piggy Bank that match YOUR PIGGY BANK NUMBERS. Win the PRIZE amount beneath the last remaining coin.	Add the value of the two dice in each ROLL. If the total of any of YOUR ROLLS matches the total of the HOT ROLL, win the corresponding prize for that ROLL. Each ROLL is played separately. Win up to 5 times.	If the total in each of YOUR HANDS is higher or equal to the DEALER'S TOTAL, you win the HAND. Add up the total number of wins and ties then win the corresponding prize shown in the PRIZE LEGEND. Each HAND is played separately.	Match three like symbols out of the five in any SPIN across, win the corresponding prize shown in the PRIZE LEGEND. Each SPIN is played separately.

These four new games feature set (i.e., predetermined top prizes) and progressive (i.e., rolling jackpots) prizes. In a progressive Fast Play game, the jackpot begins at a set minimum and grows with each ticket sold State-wide, until someone wins. After the jackpot is won, it immediately resets to the minimum jackpot amount.

WHY YOU SHOULD SELL AND PROMOTE FAST PLAY

Fast Play is a new way to earn additional money at your store.

- A new set of games gives you the potential to earn more commission.
- 86% of Fast Play players buy other types of lottery games along with Fast Play, most often large jackpot draw-based games and instant tickets.
- Fast Play is an incremental source of revenue for your store.
 - » Three state lotteries launched Fast Play in 2018 and saw an over 5% increase in total lottery sales from the previous year.

Instant, frequently won games drive in-store reinvestment.

- Up to 99% of all prizes are redeemable at retail (% varies by game).
- 2 out of 3 winners reinvest at least part of their win back in lottery products.*
- You will receive Fast Play POS materials in your October instant ticket shipment as well as from your LSR to help support and promote Fast Play sales at your store. The Illinois Lottery will support Fast Play through digital and retail Out of Home media

Fastplay® AGS LLC.

*Fast Play (Outside IL) Research, CNR, April 2019

EARN MORE WITH THE FAST PLAY SALES INCENTIVE

What is the incentive?

- Grow Fast Play sales to more than 3% of your sales of State draw-based games (i.e., Lotto, Lucky Day Lotto®, Pick 3, and Pick 4) and earn a 10% bonus on incremental Fast Play sales.
- When you sign up for the Fast Play Sales Incentive, you'll also be automatically entered into a drawing to win a \$500 prepaid gift card.

How does it work?

- It's all about growing Fast Play sales to over 3% of your sales of State draw-based games.
- For Fast Play sales up to 3% of your sales of State draw-based games, you will earn commission at the normal rate of 5%.
- Any Fast Play sales in excess of 3% of your sales of State draw-based games will earn a 5% commission plus a 10% bonus.

How long is the retail incentive?

- 8 weeks. The incentive program starts October 6, 2020 and ends on November 30, 2020.

How and when will I get paid?

- The 10% bonus will be calculated at the end of the 8 week period and be paid in a lump sum.

Do I have to sign up to receive the bonus?

- Yes, in order for the bonus to be paid and sent at the end of the incentive program, we will need your retailer ID and valid email address.
- Please go to www.illinoislottery.com/fastplay-retailer to sign up.
- Certain corporate accounts are not required to sign up for the Fast Play Sales Incentive to receive the bonus or are not eligible to win the \$500 gift card. To determine whether you must sign up to receive the bonus or are eligible to receive the \$500 gift card, please check with your Corporate Office contact.

How will I know if I am on track to receive a bonus?

- At the start of the program, you will receive information on the store's weekly sales goal, so you can track it against the periodic sales updates you'll receive from your Lottery Sales Representative and via email and Photon terminal message.

Sign up today
for a chance to
WIN
a \$500 gift card

Sign up from Sept. 1 to
Nov. 2, 2020



For more information & to sign up for the incentive,
please scan the QR code or visit
www.illinoislottery.com/fastplay-retailer

THE NEW **GAMES** CUSTOMERS CAN'T WAIT TO PLAY



\$5) Sapphire 7s #7359

Top Prize: \$250,000

Sapphire 7s features over 77,000 prizes from \$50 to \$5,000, plus an additional Bonus spot. Players can double their prize or win all 15 prizes.

Game Highlights:

- Over 77,000 prizes from \$50 to \$5,000
- Features a Bonus game

\$10) Royal Treasure #7369

Top Prize: \$500,000

Treasure abounds in this \$10 game. A \$500,000 payout could be just the thing to make you feel like royalty. Royal Treasure players can win 2X, 5X, and 10X their prize. Plus, a Bonus spot gives players an extra chance to strike it rich.

Game Highlights:

- Win up to 21 Times
- Features a Bonus spot



\$2) Cupcake Cash #7378 #DoingGOOD

Top Prize: \$20,000

Doing good and playing for a chance to win is a piece of cake with Cupcake Cash. 100% of profits of Cupcake Cash go to homelessness prevention and assistance programs.

Game Highlights:

- Features a doubler and “win all” symbols
- 100% of profits go to homelessness prevention and assistance programs

\$3) The End of Alzheimer’s Begins with Me #7358

Top Prize: \$50,000

Players could win \$50,000 while supporting a very worthy cause. All profits from The End of Alzheimer’s Begins with Me go toward Alzheimer’s care, support, education, and awareness programs in Illinois.

Game Highlights:

- 100% of profits go toward Alzheimer’s support

#Doing**GOOD**



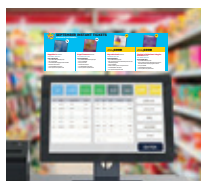
SEPTEMBER INSTANT TICKET POS SUPPORT

Follow the instructions below on where to display the POS in your store to support these new tickets.



New Game Decal | 12” x 6”

Place in a visible location on the front counter, near the cash register where customers can see it.



Tip Card | 4.25” x 11”

Place behind the counter on top of the terminal, so it can be easily referenced by you and your employees. The game highlights are employee-facing, while the back side with the ticket imagery should be customer-facing.



Vending Wobbler | 4” x 4”

Attach the Alzheimer’s vending wobbler to the vending machine, to the right of the ticket buttons, below the pay station. Be careful not to cover any of the instructions or selections.

NOTE: The wobbler can also be displayed in aisle near chips or candy.

HOLIDAY INSTANT TICKETS ARRIVING SOON!

- Holiday instant tickets will be launching on October 6th!
- Ticket for the Cure returns to help raise funds for the fight against breast cancer.
- The total prize pool for October's games will be OVER \$80,000,000.



AVAILABLE OCTOBER 6

MUST HAVE INSTANT TICKETS

Don't miss any sales—order these core hot-sellers if they're not in stock.

Core Instant Tickets

- A** \$10 #7324 \$250,000 Crossword
- B** \$5 #7328 \$75,000 Crossword
- C** \$5 #7349 \$200,000 Bingo Tripler
- D** \$3 #7327 \$50,000 Crossword Bonus
- E** \$3 #7326 \$50,000 Bingo Doubler
- F** \$1 #7350 7-11-21



KEEP THESE CORE FAVORITES IN STOCK

As games sell out, please call the Retailer Hotline at 1-844-806-8930 to find the best available games for your store.



DON'T FORGET ABOUT THE SECOND CHANCE PROMOTION!

ROAD TO \$1 MILLION 2ND CHANCE PROMOTION

The Route 66™ Road to \$1 Million 2nd Chance Promotion is still going strong! Don't forget to remind players that they can enter their non-winning tickets for a second chance to win great prizes!

Non-winning tickets can be entered into the 2nd chance promotion for prizes including: \$132,000 in cash prizes, 2 classic cars*, and 5 trips to Los Angeles, CA for a chance to win \$1,000,000. Full game details at IllinoisLottery.com



Drawing Dates: 1st: September 14, 2020, 2nd: January 25, 2021
Deadline to Enter: Entries for the September 14, 2020 drawing must be received by the deadline date of September 10, 2020 at 11:59: 59 CT. Entries for the January 25, 2021 drawing must be received by the deadline date of January 21, 2021 at 11:59: 59 CT.
Online entries only. One winner per household.

ROUTE 66™ Scientific Games International, Inc. All rights reserved.
* \$75,000 Cash Equivalent

#WINNINGSUMMER SWEEPSTAKES

Be sure to let your customers know this is their last chance to enter our Winning Summer Sweepstakes! Check out the cool resources that are available to you and your customers at WinningSummer.com.

SWEEPSTAKES OVERVIEW



Road Trip Essentials

Friday, August 21 - Friday, September 11

Prizes: 2 portable camping chairs, cooler, sunglasses, 2 insulated water bottles, windshield sunshade, \$100 prepaid gift card

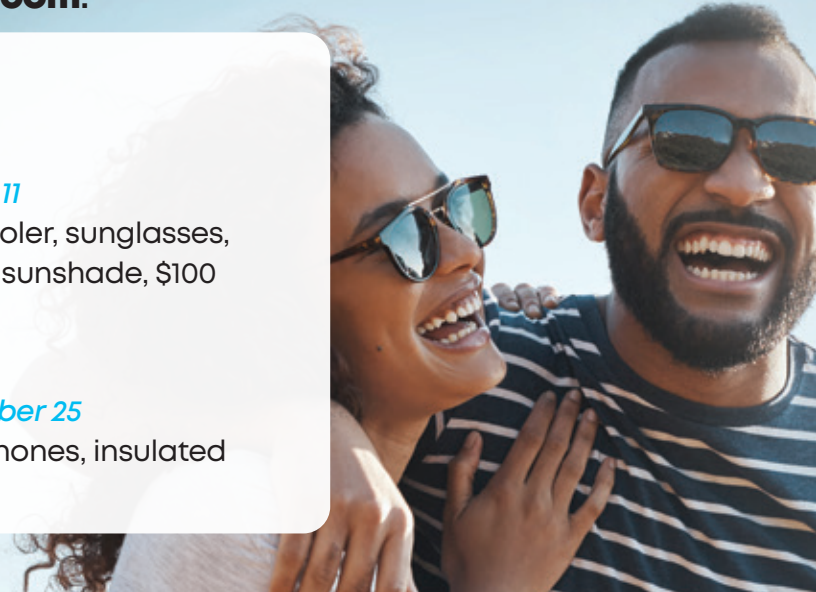


Get Outdoors

Friday, September 4 - Friday, September 25

Prizes: fitness watch, wireless headphones, insulated water bottle, \$100 prepaid gift card

See Official Rules, which govern, for complete details.

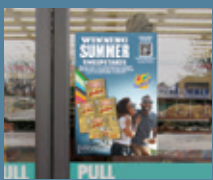


WINNING SUMMER AUGUST POS SUPPORT

Keep up the Winning Summer POS until the end of September and remind your players to visit WinningSummer.com to enter our sweepstakes and take advantage of the other fun resources.



ESMM Topper



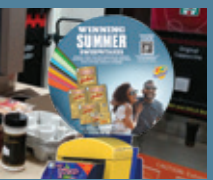
Door Decal



Table Tent



Beverage Decal



Power Tower Topper



OOH

WINNER SPOTLIGHT



Life sure is sweet for retired Bloomington baker, Bob Bricker, who recently won playing the Pay Me! instant ticket he purchased at Casey's in Bloomington.

"I couldn't believe it. I was at home with my wife, and I thought I hit 100 dollars and that's what I was expecting," he said. "And then when I saw it was 1,000, I still couldn't believe it!" That's when Bricker looked at the back of the ticket and scratched to reveal the rest and realized he had actually won \$7,000.

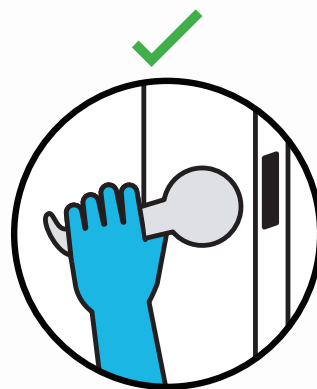
Bricker has big plans to use his winnings to take his bride of 44 years, Diane, on a relaxing trip for their 45th wedding anniversary. Enjoy the trip, Bob. You've earned it!

AMERICAN DISABILITY ASSOCIATION

The Americans with Disabilities Act requires businesses to provide accessible entrances for their customers who have disabilities. Those who have mobility disabilities can have trouble using certain kinds of door handles.



Handles with a thumb-latch, panel-type handles, or round knobs are not accessible because the customer must grasp, pinch, or twist.



Accessible handles include lever and loop-type handles because they can be operated without grasping, pinching, or twisting.



Changing or adding door hardware to make your door accessible is usually easy and inexpensive, but it makes a big difference for those with a mobility disability.

For more information, call (800) 514-0301.

BE A CHAMPION & SUPPORT RESPONSIBLE GAMING

Be a champion by showcasing your commitment to responsible gaming. How can you be a champion of responsible gaming?

- Label all lottery equipment with the responsible gaming message: Be Smart, Play Smart® Must be 18 or older to play.
- Ensure the Be Smart, Play Smart® Responsible Gaming pamphlets are available for players within the play slip holder.
- Assist players who state they have a gambling problem by providing them with the Responsible Gaming pamphlet and referring them to 1-800-GAMBLER.
- Review the responsible gaming training videos that are located on the Photon.

The Retail Hotline for Intralot is 1-844-806-8930

Your Hotline operator will be able to answer any questions you may have regarding:

- Terminal functions & connectivity
- Installation schedule & queries

 Be Smart, Play Smart® Must be 18 or older to play.

If you or someone you know has a gambling problem, crisis counseling and referral services can be accessed by calling 1-800-GAMBLER (1-800-426-2537). For additional info or to exclude yourself, call 1-800-252-1775 or visit illinoislottery.com.

