

The Lottery

# LOWDOWN

July - August 2020



# WINNING SUMMER

WITH SUMMER IN FULL SWING, THE SALES PRACTICALLY MAKE THEMSELVES

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

## **\$3) LOTERIA™ #7372**

*Top Prize: \$50,000*

Loteria™ is back this summer! This summer favorite features a brand new bonus Caller Card and a top prize of \$50,000!

Game Highlights:

- Win up to 3 times
- Easy extended play



## **\$5) Great 8s #7322**

*Top Prize: \$188,888*

With a top prize of \$188,888, 8s are pretty great in this \$5 dollar game. Great 8s features eye-catching colors and a unique playstyle with 2 different ways to win!

Game Highlights:

- Six match-3 symbol games
- Collect-and-win by finding “8” symbol
- Win up to 7 times

## **\$30) Platinum Diamond Spectacular #7348**

*Top Prize: \$2,000,000*

We wouldn't call it Platinum Diamond Spectacular if it wasn't, well, spectacular! Prizes on this \$30 ticket start at \$40, and it features multipliers, a bonus game, instant \$100 wins, and a whopping \$2,000,000 top prize!

Game Highlights:

- More than 430,000 prizes between \$100 and \$1,000
- Ten top prizes



**\$30 INSTANT TICKET SALES UP BY 17% SINCE 2019**

## #Doing**GOOD**

### **\$2) Booming Bucks #7371**

*Top Prize: \$20,000*

Booming Bucks gives you a chance to win up to ten times with a top prize of \$20,000! This brand new, non-branded specialty ticket sees 100% of profits go toward STEAM (Science, Technology, Engineering, Arts, and Mathematics) programs in Illinois.

Game Highlights:

- 100% of profits go toward STEAM programs in Illinois



# AUGUST JACKPOT FAMILY

The #1 player-tested family of games is out in August. Check out some of the family highlights below.

- Top-ranked game family for heavy and medium players
- The “Bonus Spot” is a chance to win five times the purchase price
- Reveal a “**JACKPOT**” symbol and win **ALL YOUR NUMBERS** prizes shown



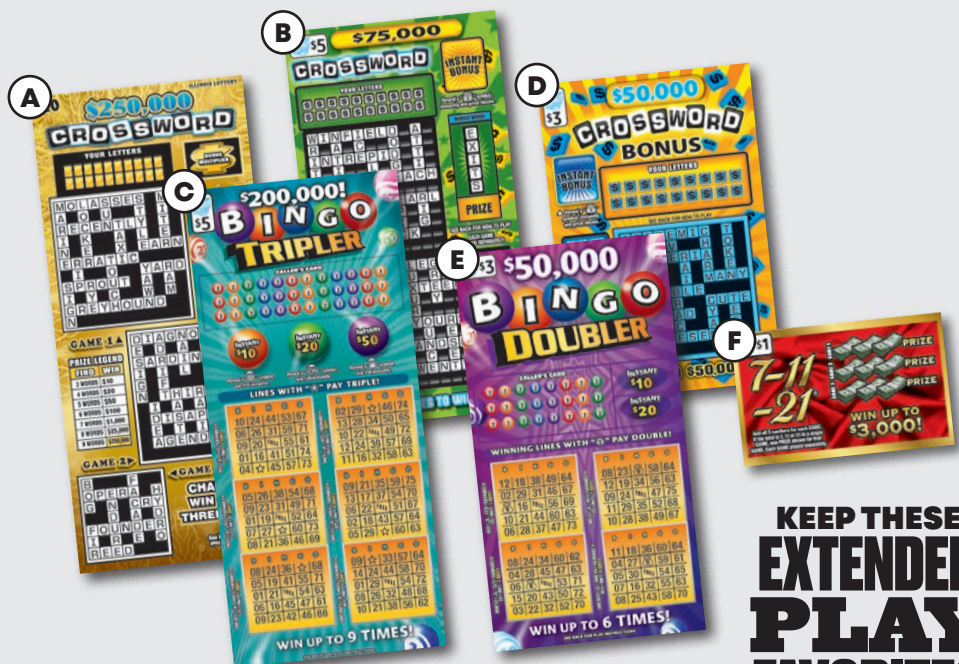
**AVAILABLE AUGUST 4**

## 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  
EXTENDED  
PLAY  
FAVORITES  
IN STOCK**

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

# #WINNINGSUMMER SWEEPSTAKES

We know summer is going to look different in our new normal, but we're not going to let this season of fun pass us by! Shoppers can enter our many drawings throughout July, August, & September to win cool summer-themed prizes. Encourage players to check out [WinningSummer.com](http://WinningSummer.com) for all of their summer fun resources.

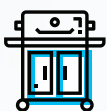
## SWEEPSTAKES OVERVIEW



### Endless Summer

*Tuesday, July 7 - Tuesday, September 22*

Prizes: \$5,000 prepaid gift card



### BBQ Grill Master

*Tuesday, July 7 - Tuesday, July 28*

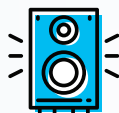
Prizes: grill, grilling tools, \$250 prepaid gift card



### Ultimate Summer Entertainment

*Wednesday, July 22 - Wednesday, August 12*

Prizes: outdoor movie projector, screen, and stand; Bluetooth speaker; \$100 prepaid gift card



### Summer Soundtrack

*Thursday, August 6 - Thursday, August 27*

Prizes: Bluetooth speaker, headphones, 55" TV



### Road Trip Essentials

*Friday, August 21 - Friday, September 11*

Prizes: cooler, camping chairs, 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



## Route 66™ Road to \$1 Million Second Chance Promotion

The Route 66™ Road to \$1 Million Second 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 \$132,000 in cash prizes, 2 classic cars,\* and 5 trips to Los Angeles, CA for a chance to win \$1,000,000!

ROUTE 66™ Scientific Games International, Inc. All rights reserved.

\*Cash equivalent

**DON'T FORGET!**

WIN UP TO \$250,000!

WIN UP TO \$250,000!

# RETAILER UPDATES

THANK  
YOU

Thank you for your continued support as we've all had to adjust to the "new normal." **We appreciate your commitment to keeping your community healthy and safe.**

Illinois Lottery games offer customers a brief break in the monotony and stress of these uncertain times. We saw this specifically in Pick 3 and 4 sales, as they reached record highs! Players have won over \$21 million in prize money from the Pick games since the week of April 20, 2020.

## RETAILER SPOTLIGHT



We want to highlight one of our retailers who has gone above & beyond during the COVID-19 crisis. Mujtaba (Muji) Baqir operates the 7-Eleven located at 6559 West Archer Ave. in Chicago and is supporting his customers who are currently in need.

Recently, Baqir assisted his community by offering, via social media, to provide food to those in need. "I was taught growing up that where one person eats - two can eat too. We have to be more grateful and help someone in need," Baqir explained. **We are proud to have retailers like Muji in the Illinois Lottery family!**

## HEALTH UPDATES

**Please consider the following to ensure your employees & customers are safe while they are in your store:**

- Display the "Tips For Playing It Safe From The Illinois Lottery" on or near the lottery equipment to ensure employees & customers know what is expected of them
- Monitor customer traffic around the vending machine and any other lottery equipment as customers tend to congregate around them before and after they make their lottery purchases
- Develop a schedule to ensure employees are cleaning the lottery equipment with wipes and appropriate cleaning supplies
- Communicate with your frequent lottery customers about any changes to policies, store hours, product availability, and longer wait times
- Think about offering services such as self-checkout, pick up or delivery services, or contactless payment



# GROWING LOTTERY SALES IS AS SIMPLE AS **A-B-C**

**A**vailability, **B**rand visibility, and **C**ustomer advocacy are the building blocks of Illinois Lottery sales in your store. Lottery games are the #1 impulse product you can sell, and they generate 72.5% of sales for convenience stores! Follow the simple checklist below to help grow your lottery sales.

## **AVAILABILITY**

**A** Keeping bins full of new and core games is key to maximizing sales. Plus, activating new games within 3 days can bring in an extra \$100 per day.

### **Availability Checklist**

- Activate New Games As Soon As You Recieve Them**
- Get the Right Games**
  - Use the official flowcharts and planogram to stock the best selling games in Illinois.
- Keep Your Instant Ticket Bins Full**
- Fill Any Gaps in Your Vending Machine**

## **BRAND Visibility**

**B** Most lottery purchases are triggered by in-store signage and clear product visibility. You can grow sales by up to 16% simply by selling tickets on the main counter.

### **Brand Checklist**

- Make Your Lottery Games Easily Visible**
  - Update ticket dispenser if it is not the latest model.
- Ensure a Clear Line of Sight for All Signage**
- Place Your Vending Machine in a Highly Visible and Accessible Location**
- Make Sure Most Recent Point-of-Sale is Displayed**

## **CUSTOMER Advocacy**

**C** Asking for the sale is another easy way to increase sales. One retailer grew sales by over 40% by engaging with customers and asking questions.

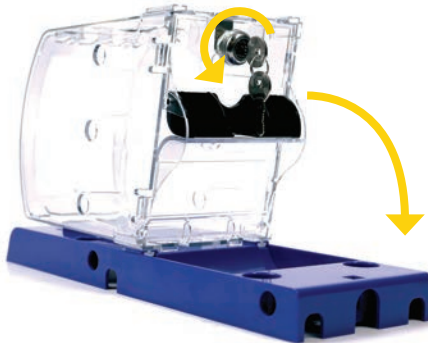
### **Customer Checklist**

- Ask for the Sale**
  - Talk up the jackpot amounts and engage with customers.
- Accept Credit / Debit Cards**
  - Accept credit/debit cards to access more customers and increase sales by up to 18%.
- Validate and Pay Prizes**
  - Up to half of all winners you cash out will reinvest their winnings into your store.

# HOW TO MERCHANDISE TICKETS TO MAXIMIZE SALES

**FOLLOW THE INSTRUCTIONS BELOW ON HOW TO LOAD TICKETS INTO THE MAXIMUM SALES DRIVER DISPLAY.**

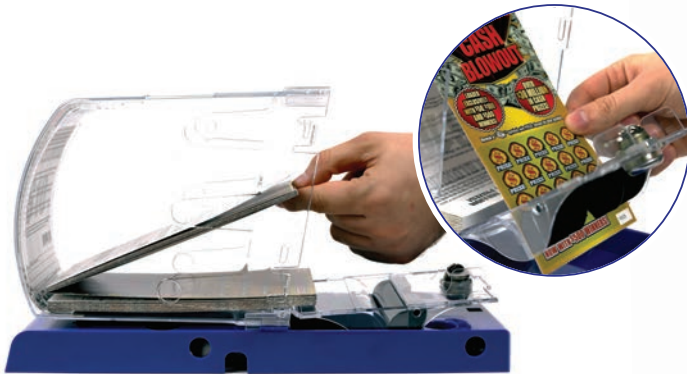
**TICKET PACK EXAMPLE**



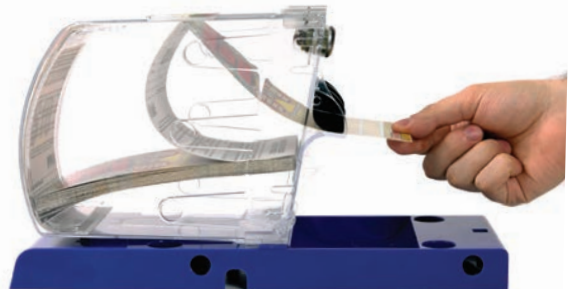
- 1 Unlock and open the dispenser using the mechanism located on the back of display.



- 2 To display the ticket in the ticket dispenser, detach the correct number of tickets from the pack and insert into the dispenser, sliding into plastic nibs that hold ticket in place. Use the table below to determine the correct number of tickets to insert.



- 3 Load the dispenser, placing the remaining ticket pack into the dispenser. Instant tickets can be loaded flat or curved, if they are larger.



- 4 Close and turn the key to lock and secure the dispenser.

## DISPENSER TICKET LOADING BY PRICE POINT

| Ticket Price Point | Number of Tickets in Bin |
|--------------------|--------------------------|
| \$1                | 3                        |
| \$2                | 2                        |
| \$3                | 1                        |
| \$5                | 1                        |
| \$10+              | 1                        |

## MERCHANDISING DISPLAY MAINTENANCE

- For displays with a jackpot communicator, be sure to turn the power off before cleaning. Clean with warm soapy water and a damp cloth. **DO NOT** use solvents.
- Contact your Lottery Sales Representative if you need additional support.

# RESPONSIBLE GAMING

During the summer months, there is an uptick in the number of individuals under 18 years of age who are visiting retail locations. It is important to ensure these individuals are not allowed to purchase Illinois Lottery games or redeem prizes. Here are some guidelines you can follow:

- Train all staff members about the requirements of the law
- Allow only individuals 18 years or older to sell lottery games
- Request valid proof of age from anyone you suspect is 25 years of age or younger
- Ensure store signage about the lottery age requirement is displayed
- Disable the instant ticket dispensing machine if you see an underage individual trying to purchase a ticket

It is illegal in Illinois for anyone to give or sell Illinois Lottery tickets to minors or to buy tickets for them. **Be Smart, Sell Smart.**

## HELPFUL ADA INFORMATION

### Wheelchairs and mobility devices

The Americans with Disabilities Act prohibits retailers from discriminating against people with disabilities. A retailer must permit individuals with mobility disabilities (i.e., players who use wheelchairs, manually powered mobility aids, and other similar devices) into any areas open to public use.

#### Retailers should:

- Make reasonable modifications to their policies and procedures to permit the use of power-driven mobility devices by individuals with disabilities, unless the retailer can demonstrate that the type of power-driven mobility device cannot be operated in accordance with legitimate safety requirements.
- Refrain from asking an individual using a wheelchair or other power-driven mobility device questions about the individual's disability.
- Ensure an accessible entrance, such as a ramp or lift, is available for use.

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

**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

# ILLINOIS LOTTERY SALES REPS RETURNING TO FIELD

Lottery Sales Representatives (“LSR”) returned to the field on Monday, June 29, 2020. The LSRs will not be able to schedule an appointment to visit retail locations at this time due to the need to see all retailers as quickly and efficiently as possible. As a result, the field team may be working extended hours, and sales calls may extend to the early evenings during the week and on Saturdays.

In order for the LSR to visit a retail location, store personnel must be following all State-mandated social distancing requirements and wearing face coverings. If store personnel are not following social distancing guidelines, the LSR will be required to leave, and your store may not be able to return books prior to the reactivation of the 90-day auto settlement process.

When the LSR arrives at your retail location, please provide the LSR all of the instant ticket books you would like to return.

The Illinois Lottery thanks you for your continued support during these times.

If you have additional questions or concerns, please contact the Retailer Hotline.

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 **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](http://illinoislottery.com).





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