

The Lottery

LOWDOWN

November-December 2019



THIS HOLIDAY **GIVE** THEM EVEN MORE **SURPRISES**



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New November Instant Tickets

Be sure to activate the new instant games launching November 5

Tell your players about the new instant tickets that make the perfect extra gift for the holidays.

\$1



2020 Change Multiplier #7337
Top Prize: \$500

This latest \$1 game could land you \$500 bucks! If your coins add up to over \$1.00, win the prize shown. Reveal a 2X, 3X or 5X COIN in any spot, instantly win and multiply your prize!

Game Highlights:

- Win up to \$500
- Winter seasonal version of the classic game Loose Change® Multiplier
- Features 2X, 3X and 5X multipliers

\$2



White Ice #7338
Top Prize: \$20,000

White Ice is quite nice when 100% of profits directly benefit veterans. To play this \$2 ticket, match YOUR NUMBERS to either of the WINNING NUMBERS to win the prize shown. Reveal a RING symbol, win 5X the amount shown for that symbol. Reveal a 10 symbol, win \$10 instantly!

Game Highlights:

- Win up to \$20,000
- Veteran's Specialty Ticket – 100% of profits will directly benefit veterans

\$3



Cash Lines #7339
Top Prize: \$50,000

If you can walk the line, you could win up to \$50,000 with \$3 Cash Lines! Match YOUR NUMBERS to all numbers on the game board. Completely match all of the numbers in any row or column and win the corresponding prize for that row.

Game Highlights:

- Win up to \$50,000
- Win up to 10 times

\$5



Ruby Roundup #7340
Top Prize: \$200,000

Seeing red is a good thing with \$5 Ruby Roundup! Match any of YOUR NUMBERS to any of the WINNING NUMBERS to win the prize shown. If the matching numbers are both red, win double the prize. Reveal a red 5X symbol, win 5 times the prize shown. Reveal up to 5 RUBY symbols to collect extra cash instantly.

Game Highlights:

- Win up to \$200,000
- 15 chances to win

Upcoming December Instant Tickets

Here are two new tickets that will be sure to spice up the holiday season.

Get your customers excited about what's to come with these new tickets launching December 3!

\$5



Cash Club #7341
Top Prize: \$250,000

Game Highlights:

- Win up to \$250,000
- 14 chances to win

\$10



\$100,000,000 Cash Extreme #7342
Top Prize: \$500,000

Game Highlights:

- Win up to \$500,000
- Over \$35,000,000 in prizes from \$100 to \$1,000

Instant Tickets You Must Have

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

New November Tickets

← See tickets on page 2.

Seasonal Holiday Tickets



A \$20 #7335
Holiday Countdown

D \$2 #7332
Jingle Bucks

B \$10 #7334
Trim the Tree

E \$1 #7331
Snow Me the Money

C \$5 #7333
Merry Money

Core Crossword



F \$10 #284
\$250,000 Crossword

G \$5 #254
\$75,000 Crossword

H \$3 #228
\$50,000 Crossword

Core Bingo



I \$5 #7303
\$200,000 Bingo

J \$3 #7326
\$50,000 Bingo

K \$1 #7304
7-11-21

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

November Planogram Flowchart Updates

Continue to maximize sales with the monthly Planogram Flowchart.

This month, we're introducing a few new updates to the Planogram Flowchart that will better assist you with merchandising your on-counter instant ticket display. These updates will also provide consumers with optimal instant ticket shopability when viewing the Maximum Sales Driver (MSD).

We've added a reminder to activate new instant tickets for the month.

Core tickets are highlighted in **green**.

New games are now labeled on the mat and are highlighted in **blue**.

The scale has been updated to include new ticket releases.



FRONT

Steps for merchandising have now been captured in English and Spanish.



BACK

In addition to new diagrams of each MSD type, placement indicators for new and core tickets have been highlighted in **blue** and **green**.

Holiday Instant Tickets

The holidays are full of surprises, and with our new campaign, we show how holiday instants can offer even more. That's because every holiday instant ticket comes with a second chance to win. Sell holiday instants as the perfect stocking stuffer or add-on gift.

\$1



Snow Me the Money #7331 Top Prize: \$500

Game Highlights:

- Win up to \$500
- Win up to 5 times
- ONE (1) entry in the 2nd chance promotion

\$2



Jingle Bucks #7332 Top Prize: \$20,000

Game Highlights:

- Win up to \$20,000
- 2 separate games
- TWO (2) entries in the 2nd chance promotion

\$10



Trim the Tree #7334 Top Prize: \$250,000

Game Highlights:

- Win up to \$250,000!
- Win up to 21 times
- Bonus game
- TEN (10) entries in the 2nd chance promotion

\$20



Holiday Countdown #7335 Top Prize: \$1,000,000

Game Highlights:

- Win up to \$1,000,000
- Win up to 32 times
- New Year Bonus game
- TWENTY (20) entries in the 2nd chance promotion

2nd Chance Promotion

The second chance promotion is a great way to upsell to your regular and infrequent players and boost holiday sales!

Number of Prizes	Prize
ONE (1)	\$1,000,000 Grand Prize
ONE (1)	\$100,000 Prize
TWO (2)	\$50,000 Prizes
TEN (10)	\$10,000 Prizes
TWENTY (20)	\$5,000 Prizes
ONE HUNDRED (100)	\$1,000 Prizes

Direct players to visit to www.illinoislottery.com for Holiday 2nd Chance Promotion rules and to enter.

\$5



Merry Money #7333 Top Prize: \$100,000

Game Highlights:

- Win up to \$100,000
- Win up to 13 times
- FIVE (5) entries in the 2nd chance promotion

Holiday Campaign Support

Players will be ready to give more instant surprises this holiday when they see the holiday campaign support. The campaign will be supported across several media channels and also features a 2nd chance promotion with one Grand Prize of \$1,000,000 and additional prizes ranging from \$1,000 to \$100,000. Second chance contests drive repeat purchases with historical sales lifts of approximately 10%. Make sure the Holiday POS is updated and properly placed to maximize revenue during this busy season!



Digital



Social



POS



OOH



Radio

Holiday Gigantix Tickets



Why you should carry this larger ticket

- Advent calendar style instant tickets have been a huge success in other markets - appealing to core players as well as light players looking for a fun gift!
- Gigantix bins have proven to be incredibly successful when merchandised well— averaging more than \$300 per store per week.
- Use this large ticket as billboard in your instant ticket bins!

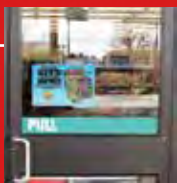
- The \$20 holiday ticket will give players 20 entries into the 2nd chance drawing for \$1,000,000.
- \$20 holiday ticket sales account for over \$8 Million in October sales every year—activate immediately!

Merchandising Unit (Gigantix Bin) is required to sell Gigantix tickets

- Don't have a Gigantix bin? Contact your LSR to order one!
- Holiday Countdown Gigantix tickets can be ordered through the Retailer Hotline at 1-844-806-8930.
- Don't miss out on the Holiday Countdown Gigantix tickets sales. Be sure to keep your bin full and visible through the holiday selling season.



Holiday Point of Sale



Entry/Cooler Door Decal



Aisle Violator



Playstand Inserts



Windmaster/Window Poster



Power Tower Topperr



Standee



Win30 Dress-Up Kit



Gigantix Bin Decal



Beverage Counter Decal

WINNER UPDATES

We enjoy celebrating Lottery winners who have won jackpots and instant ticket top prizes across the state! Congratulations to the retail locations below where these tickets were sold.

Your store could be featured next!



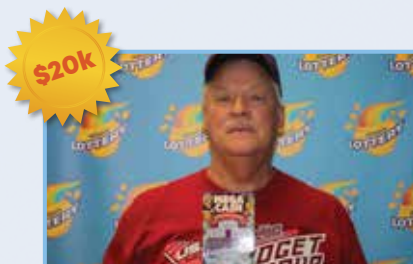
Ed Aissman won \$17,777 on a Lucky 7s Doubler Instant Ticket. He was headed to Washington DC for an annual trip with his motorcycle buddies when he went into the Casey's in Hartford and bought an instant ticket.



Carolyn Ellis won \$10,000 on a Mega Cash Instant Ticket. She's been playing the Lottery for years and finally purchased the lucky ticket at Beach Park Citgo. The first person she told was her daughter.



Jocelyn Vasquez won \$200,000 on a \$200K Bingo Instant Ticket. She bought the ticket from an A&R Food Mart in Chicago and plans to go on a trip to New York.



Don Lund won \$20,000 on a Mega Cash Instant Ticket. He's been playing the Lottery for quite some time and finally found luck at a FasMart in Roscoe. He couldn't wait to share the news with his girlfriend.



Michael Rokita won \$100,000 on a Jumbo Crossword Instant Ticket. The first person he told was the wonderful lady who sold him the ticket at Chicago's Urban Food Mart.

Retailer Spotlight



Employees of an **Elmwood Park BP gas station** may be getting an early holiday present. The location sold an \$8 million winning Lotto ticket, which earned store owner **Alfred Karalli** a 1% bonus check of \$80,000. Karalli plans to give each of his employees a bonus, start a personal construction project and donate the rest to his church. Congratulations to Karalli and his employees at the **7450 W. Grand Ave. BP gas station!**

The more you sell, the better the chance you have at selling a winning ticket!



CHAMPIONS PROGRAM

Get Ready to Earn Points and Rewards Every Month!

See below for additional updates on the Champions Store Rewards and registration process for the program.

Rewards updates

If you receive a score of 9 out of 10 each month, you will automatically receive a \$25 gift card, redeemable through the Champions Program rewards portal. You have the opportunity to earn an additional \$10 by having 100% availability for all 10 Must Have Instant Games and by activating new games within 48 hours of receiving them. There will be opportunities to win additional prizes throughout the year!



Program & Rewards Registration Process

Your LSR will discuss the program with you to confirm your involvement during their visits in November & December as well as perform an initial survey for benchmarking purposes. This score will not count towards your rewards but starting January 2020, the first score of the month will be your Champion Score and could result in rewards. Your scores will be uploaded into the Rewards Portal, which is accessible through the Illinois Lottery Retailer website. Sign into the portal with your Illinois Lottery retailer ID, create an account and start earning those rewards!

How to Maximize Sales this Holiday Season

Keep shoppers aware

Make sure shoppers are aware of the great holiday tickets you have on sale. The holidays are the prime time to sell these instant tickets.



Keep bins stocked

Tickets will be in high demand, and consumers will be looking for them as a fun hostess or add-on gift.

- A** \$20 #7335 Holiday Countdown
- B** \$10 #7334 Trim the Tree
- C** \$5 #7333 Merry Money
- D** \$2 #7332 Jingle Bucks
- E** \$1 #7331 Snow Me the Money

Upsell Gigantix Ticket

The Holiday Countdown Gigantix Ticket is a great stocking stuffer and even includes a TO: and FROM: section. Ensure you have a Gigantix bin, Gigantix table tent and vending decal.



Position holiday instants as gifts

Push holiday instants as the perfect stocking stuffer, add-on gift or last minute gift. Merchandise or place POS near or around other holiday gift items in the store.

Credit & Debit Retailer Signs

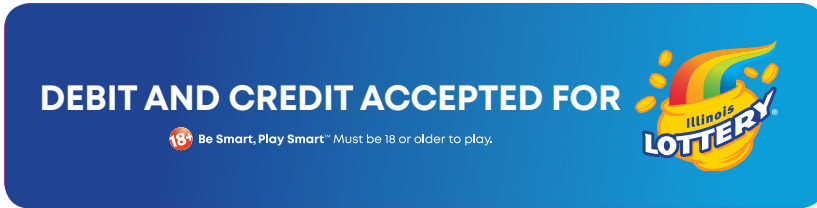
We are excited to announce that we have created in-store signage for retailers that accept debit and/or credit. If your store allows players to pay for Lottery purchases with MasterCard, Visa, Discover or American Express, these are great options for in-store signage. Contact your LSR if you would like to order one of the signs below. After you receive your sign, place it in your store when you are ready to accept credit and/or debit purchases.



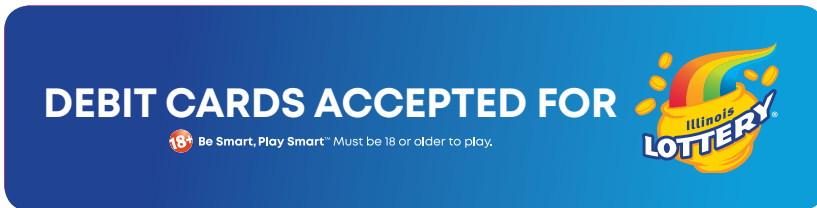
4"x3" Push/Pull Door Sticker
CREDIT & DEBIT



4"x3" Push/Pull Door Sticker
DEBIT ONLY



Counter Decal
DEBIT & CREDIT



Counter Decal
DEBIT ONLY

All Debit & Credit signage available in Spanish upon request.



Gift Responsibly

Age Requirements

This holiday season, remember to promote responsible play by ensuring only individuals who are 18 years of age or older are allowed to purchase Illinois Lottery games and 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 tickets.
- 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.

The Illinois Lottery consistently promotes the responsible gaming message "It's not a kids' game." to remind individuals that it is illegal for those who are under the age of 18 to play Illinois Lottery games. In addition, it is illegal for anyone to give or sell Illinois Lottery tickets to minors or to buy tickets for them.

Early prevention is key to decreasing the chances of a gambling problem later in life.

Be Smart, Sell Smart.



Lottery License Renewal Process

Attention Illinois Lottery retailers:

The License Renewal process has changed. The application for License Renewal will no longer be hand delivered by your LSR. Retailers will now receive a terminal message before their license is set to expire. The application is now available on the Illinois Lottery website under the Lottery Retailer Opportunities section. Retailers are responsible for filling out the application and sending it to the Illinois Lottery for License Renewal.



Helpful ADA Information

Accessible Route to Goods and Services

With the influx of new products during the holiday season, remember to keep aisles accessible. The Americans with Disabilities Act requires routes to goods and services to remain accessible to those with mobility disabilities. Remember that the following guidelines apply to your retail location:

- ▶ The path a person with a disability takes to enter and move through a business must be at least 3 feet wide and remain accessible. Don't block accessible entrances with vending machines, newspaper dispensers, furniture or display racks.
- ▶ Accessible toilet stalls or counters at cash registers must not be cluttered with merchandise or supplies.
- ▶ Temporary access interruptions for maintenance, repair or operational activities are permitted, but must be remedied as soon as possible and may not extend beyond a reasonable period of time.

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

ADA
Americans with
Disabilities Act



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

18+ 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.

