

The Lottery

LOWDOWN

November - December 2020



PLAYING IN A WINTER WONDERLAND

The Illinois Lottery is here to bring joy this holiday!

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THE HOLIDAY SEASON IS IN FULL SWING!

CAMPAIGN SUPPORT

This holiday season, the Illinois Lottery will be encouraging players to celebrate their love of scratching instant tickets all across the State. In store, we'll drive consumers to purchase tickets not just for themselves but for everyone on their list with fun point-of-sale materials that are sure to catch the consumer's eye. Make sure to have the latest POS up and ready to go to maximize sales during one of our busiest seasons!



Digital



Social



POS



OOH



Radio

\$1 Holiday Cash #7380

TOP PRIZE: \$500

\$2 Fro\$ty the Doughman #7381

TOP PRIZE: \$20,000

\$3 Peppermint Payout #7386

TOP PRIZE: \$50,000

\$5 Holiday Cash Bonus #7382

TOP PRIZE: \$100,000

\$10 Holiday Fun #7383

TOP PRIZE: \$250,000

\$20 \$1 Million Merry and Bright #7384

TOP PRIZE: \$1,000,000

JOY
TO THE
SCRATCHERS



HOLIDAY POINT-OF-SALE



Beverage
Counter Decal



PAD Topper



Door Decal



Windmaster



Win30 Wobbler

NEW NOVEMBER **GAMES** TO WARM UP THE SEASON



\$3) Peppermint Payout #7386

Top Prize: \$50,000

Peppermint Payout is a festive, \$3 extended play game that features a hot chocolate bonus and a chance to win up to \$50,000, which is pretty sweet!

Game Highlights:

- Play style: key number match
- Win up to \$50,000
- Over \$5,800,000 in total prizes



\$5) Cash King #7387

Top Prize: \$250,000

Cash IS King in this \$5 game. Loaded with \$50 prizes, a 5X multiplier, an instant win spot and a \$250,000 jackpot, this game is sure to take the crown.

Game Highlights:

- Play style: key number match
- Win up to \$250,000
- Win up to 15 times
- Loaded with \$50 prizes
- Over \$20,800,000 in total prizes



\$10) Big Blizzard Blowout #7386

Top Prize: \$500

With \$50, \$100 and \$500 prizes, Big Blizzard Blowout is sure to create quite a storm. This \$10 game has \$30,000,000 in cold, hard cash prizes and players can win up to 20 times.

Game Highlights:

- Play style: symbol reveal
- Win \$50, \$100 & \$500 prizes
- Win up to 20 times
- Over \$30,000,000 in total prizes



\$2) Winter Double Match #7385

Top Prize: \$20,000

Two ways to play, two ways to win! Double your fun while supporting veterans. You can win up to \$20,000 and 100% of profits will directly benefit veterans.

Game Highlights:

- Play style: key number match
- 2 ways to play, 2 ways to win
- All profits from this ticket directly benefit veterans

#DoingGOOD

AND SCRATCHING SEASON ISN'T OVER YET! CHECK OUT WHAT'S COMING IN DECEMBER



\$1) Loose Change®

Multiplier #7361

Top Prize: \$500

Game Highlights:

- Win up to \$500
- 2X, 3X and 5X multipliers



\$5) \$500 Frenzy #7358

Top Prize: \$100,000

Game Highlights:

- Win up to \$100,000
- Loaded with \$500 prizes



\$30) \$5 Million Riches #7359

Top Prize: \$5,000,000

Game Highlights:

- Win up to \$5,000,000
- Win up to 35 times

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



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

**KEEP THESE
CORE
FAVORITES
IN STOCK**

You asked, we listened. QR code scanning is coming soon!

Produce the same plays as a previous purchase with a simple scan of a QR code.

What is it?

A new functionality, launching in December, that provides players the chance to get a Customer Session Report that captures and stores a player transaction in a single receipt with a QR Code.

How do I print a Customer Session Report?

Once a player's purchase is complete, all you have to do is produce the Customer Session Report by pressing the PRINT SESSION button under the Customer Session Menu.

How will this help?

This new functionality will save you and your players time by providing a better player experience and allowing the retailer to sell other lottery and non-lottery items! All a player has to do is hand you the Customer Session Report from their previous purchase and with one scan, it will produce the same plays, except Fast Play® and Quick Picks.* Additionally, it will minimize the chance for player selection errors and allow you to produce transactions for your frequent players faster and easier!

For example, if a player plays Pick 3 with a 1-2-3 Straight, 4-5-6 Box and 7-8-9 Combo on Monday, receives a Customer Session Report and wants to play the same game with the same numbers and play style on Tuesday, the player could hand the Customer Session Report to the retailer. The retailer could then repeat the player's purchase with one scan.

* For Quick Pick, the player will receive the numbers that were originally provided via Quick Pick.

Only available for use on the Photon terminal, cannot be used on the vending machine. The transaction will generate in the Photon shopping cart, allowing the retailer to modify if needed (e.g., remove a play). To complete the transaction, the retailer must select BUY ALL to purchase and produce the player's tickets.



QUICK-AND-EASY TACTICS TO DRIVE LOTTERY SALES

- Display and publicize jackpot amounts to drive impulse purchases of draw games.
- Make sure instant tickets are on display in highly visible areas in the store.
- Think of other ways to indicate what instant tickets are available (e.g., display the monthly new game decal & tip card in highly visible locations where consumers will see them or consider a counter unit display).
- Ensure signage is visible around vending machines. Although players aren't necessarily seeking out vending machines, they're noticed, have an impact, and are used for convenience.



WHY YOU SHOULD SELL AND PROMOTE **FAST-PLAY**

By now, you have heard of Fast Play® and are hopefully earning additional money for your store by selling it. Below are some reasons why you should continue to sell & promote the Fast Play games:

- 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.*

There is still time to earn extra cash! Sign-up for the incentive has been extended. Make sure your store is registered at:

IllinoisLottery.com/fastplay-retailer.

*Fast Play (Outside IL) Research, CNR, April 2019
Fastplay® AGS LLC.



EVERYONE WINS WITH ILLINOIS LOTTERY PROMOTIONS

New promotions are coming to retailers beginning December 1!

Illinois Lottery promotions are a fun way to give players the opportunity to earn free tickets or coupons for playing the Illinois Lottery. Promotions are sure to stimulate your sales and drive player awareness too! Qualifying purchases will automatically reward players with free tickets or coupons.

Promotion types

Ticket Promotions: Triggered by a purchased ticket (e.g., Buy X get Y).

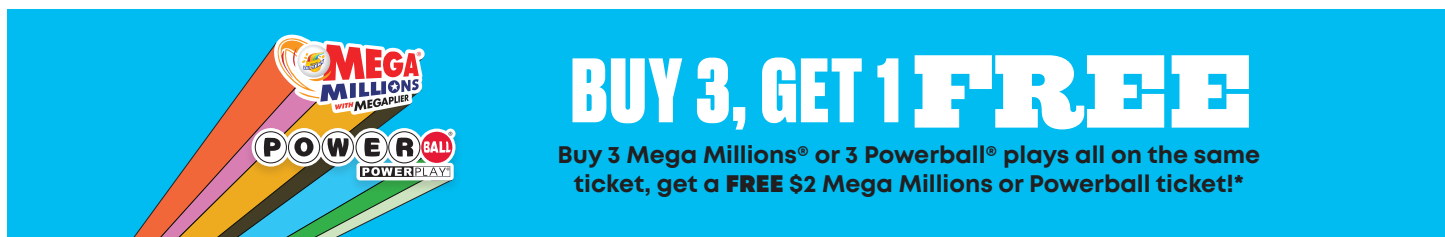
Coupon Promotions: Free tickets offered via a coupon.

Quick facts

- Promotions will be supported by both the Photon and the Win30 in Illinois.
- Qualifying purchases must be made on a single transaction.
- Depending on the promotional offer, the qualifying purchase will print either a free ticket or a coupon that is redeemable only at an Illinois Lottery retailer for a free ticket.
- Qualifying and reward tickets are non-cancellable.

Coming soon: December Mega Millions® and Powerball® Promotion

Promotion start date: December 1, 2020



Promo support includes PPOS inserts, vending machine violator, PAD topper & Horizon screen creative.

*Qualifying Purchase and Prize cannot be cancelled. Qualifying purchase must be three Mega Millions or Powerball plays (\$6 value) for the current draw on a single ticket to receive the prize of one free Mega Millions or Powerball (prize corresponds with the qualifying purchase game) play (\$2 value) for the current draw. Offer valid 12/1/20 through 1/1/21. See Official Rules, which govern, for complete details. For more information, visit www.IllinoisLottery.com/promotions.

ACTIVATE NEW GAMES TO MAXIMIZE EARNINGS!

MONTHLY INSTANT TICKET ACTIVATION GUIDE FOR NEW GAMES

- 1** Plan to receive new games on the Friday before launch.
- 2** Remove the older games based on the current planogram.
- 3** Store the partial game books in a secure location until your LSR picks them up.
- 4** Activate new games upon receipt and place them out for sale.
- 5** Sell the new games on the launch date.

**DELAYED GAME ACTIVATION
CAN COST YOU \$80 A DAY IN
LOST SALES!**

NEW INSTANT GAME ACTIVATION TIMELINE

New Ticket Launch (Month)	Tickets Arrive By Date	Activate By
September 2020	August 28	September 1
October 2020	October 2	October 6
November 2020	October 30	November 3
December 2020	November 27	December 1
January 2021	January 1	January 5
February 2021	January 29	February 2
March 2021	February 26	March 2
April 2021	April 2	April 6
May 2021	April 30	May 4
June 2021	May 28	June 1
July 2021	July 2	July 6

ILLINOIS IS FULL OF WINNERS™

WINNER SPOTLIGHT

Loves Park Man Wins \$1 Million Powerball Prize and \$10,000 Instant Ticket Prize in the Same Week

It's been a winning summer for one lucky Illinois Lottery player from Loves Park, who won a \$1 million Powerball prize the same week he claimed a \$10,000 prize from the \$5 Million Jackpot instant ticket.

The Loves Park resident has been playing the Illinois Lottery since its inception and is looking forward to sharing his prize money with his community. "I have a list of all of my favorite charities that I want to donate money to, such as Smile Train and Operation Smile. It's important to give back," the player said.

When asked if he will continue playing Illinois Lottery games, he said, "I will certainly keep playing. It's one of my favorite things to do."



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 may apply to your retail location:

- Paths must be at least 3 feet wide and remain accessible. Don't block accessible entrances with vending machines, newspaper dispensers or display racks.
- Accessible toilet stalls or counters at cash registers must not be cluttered or blocked with products or supplies.
- Provide assistance to customers who are having difficulty reaching or viewing items.
- Any access area that is temporarily not meeting standards, because of maintenance or repair reasons, should be resolved quickly.



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

IT'S NOT A KIDS GAME

The holidays are here! Holiday instant tickets are a fun and easy way to surprise and delight loved ones during this festive season. But keep in mind that instant tickets are not gifts for children. 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.



Check out the Illinois Lottery's Gift Responsibly advertising campaign that is running on social media platforms, radio and in print. The Illinois Lottery is proud to support the National Council on Problem Gambling's Holiday Lottery Responsible Gambling Campaign because early gambling experiences are a risk factor for gambling problems later in life. Help the Illinois Lottery by keeping lottery purchases to individuals who are 18+. **Be Smart, Sell Smart.**

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.

Game odds available at IllinoisLottery.com.



ILLINOIS IS FULL OF WINNERS™