

THE LOTTERY
LOWDOWN
JULY–AUGUST 2021

SUMMER'S
HOT,
HOT
HIGHLIGHTS



INSIDE

New Instant Tickets.....	2
Bonus 7-11-21® Limited Edition Campaign Overview/Support.....	4
New on the Scene: Ayo Dosunmu & Instants Campaign.....	5
Powerball Change	6
Wonka Second Chance Promotion & Fast Play Quick Spot	7
Winners Spotlight & ADA Anniversary.....	8
Responsible Gaming Information	9

SUMMER'S HERE FOR A LIMITED TIME.
SO ARE OUR 7-11-21 TICKETS.



LAUNCHING JULY 6, 2021

JULY TICKETS

Summer has epic things in store: July Instant Tickets give players big chances to win big money. There are multipliers, bonus spots, and chances galore. Also, you can't miss the 7-11-21 Limited Edition family of tickets; see page 4 for more. Offer them now and unleash a heat wave of excitement.



Big Money Spectacular #7420

Top Prize: \$20,000

Game Highlights: #DoingGOOD

The \$2 Big Money Spectacular lets players win up to \$20,000 and even includes an instant doubler. Best of all, 100% of the profits go to Homelessness prevention and assistance programs.



Precious Diamonds #7424

Top Prize: \$500,000

Game Highlights:

Win up to \$500,000 on this sparkling card with up to 30x instant multipliers. Three bonus spots offer up to \$200. In all, there are over \$28,000,000 in total prizes.



Million Dollar Mega Multiplier #7425

Top Prize: \$1,000,000

Game Highlights:

This unique game is all about the multipliers. Players have a chance to multiply any prize won by 5X, 10X, 20X, 50X, or 100X with the ROW MEGA MULTIPLIERS. They can score up to \$1,000,000.



AUGUST TICKETS

LAUNCHING AUGUST 3, 2021

August tickets are coming soon! Here's a preview of what's to come. We're introducing the \$5 Silver Premium Play and \$10 Gold Premium Play mini-family. **Over \$48 million in prizes waiting to be won!**

\$5



Silver Premium Play #7427

TOP PRIZE: \$250,000

Game Highlights:

- Key Number Match/Find play style
- Win up to \$250,000
- Features a Multiplier Vault with a chance to win 2X or 5X any prizes won
- Instant \$25 symbol
- Win up to 15 times
- Over \$20,100,000 in total prizes
- 94.36% of prizes to be paid at retail

\$10



Gold Premium Play #7428

TOP PRIZE: \$500,000

Game Highlights:

- Key Number Match/Find play style
- Win up to \$500,000
- Features a Multiplier Vault with a chance to win 2X, 5X, or 10X any prizes won
- Instant \$50 symbol
- Win up to 20 times
- Over \$28,100,000 in total prizes
- 91.91% of prizes to be paid at retail

\$1



\$1 10 Grand #7426

TOP PRIZE: \$10,000

Game Highlights:

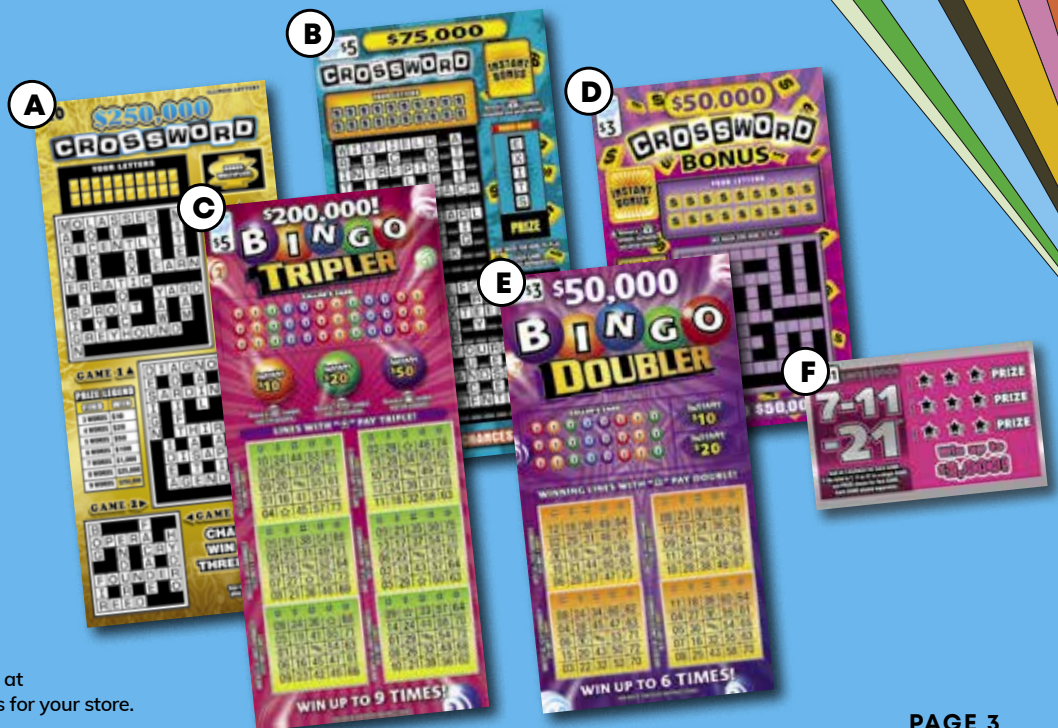
- Key Number Match/Find play style
- Instant 10X Multiplier
- Win up to 5 times
- Over \$3,600,000 in total prizes
- 98.41% of prizes to be paid at retail

MUST-HAVE INSTANT TICKETS

Keep these core games stocked to maximize sales.

Core Instant Tickets

- A** \$10 #7324
\$250,000 Crossword
- B** \$5 #7418
\$75,000 Crossword
- C** \$5 #7417
\$200,000 Bingo Tripler
- D** \$3 #7419
\$50,000 Crossword Bonus
- E** \$3 #7326
\$50,000 Bingo Doubler
- F** \$1 #7404
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.

LIMITED EDITION



CAMPAIGN SUPPORT

Get ready for a once-in-a-century date! Our 7-11-21® Instant Ticket was the first ever for the Illinois Lottery. Help celebrate its special date with our Limited Edition 7-11-21 family this summer, and your players could win up to \$10,000.

We're promoting these tickets with their own Celebration Tour! We'll make stops at seven retailers throughout the State, generating excitement and social media sharing with free tickets, giveaways and photo ops. The first eleven people to also mention the stop's code word will have a chance to receive a bonus prize, escalating the excitement and word-of-mouth promotion.

We're also running digital ads, social campaigns, and everything in between. Here's a sneak peek at what's to come.



Digital



Social



POS



OOH



Radio

POINT-OF-SALE SUPPORT



Counter Decal



Windmaster



Win30 Dress-Up

Please reference Placement Instructions for full list of POS Support.

NEW ON THE SCENE

The Lottery Scores Big with **AYO DOSUNMU**

Watch for sales of Pick 3 and Pick 4 to rise, thanks to Illinois' very own hot NBA draft pick, Ayo Dosunmu. The Lottery teamed with Dosunmu for a branding campaign that highlights numbers significant to his life. The campaign, which is supported with out-of-home billboards, videos, digital banners, and social posts, runs from May through July, leading up to the draft pick on July 29th. It all goes to show . . . great things can happen if you make the right pick.

Click below to see the campaign's first attention-grabbing video



FULL CAMPAIGN SUPPORT



Digital



Social



OLV



OOH



We're also supporting Instant Tickets with a fun, high-profile campaign. The angle? No matter what life throws at you, optimism always wins. The ads feature moments that would ordinarily bring people down . . . but the act of scratching an Instant Ticket helps turn things around. The players are oblivious to the bad situations, because they know: anyone can win in an instant. This campaign, which runs through August 8, 2021, is supported with TV, digital, social, and out-of-home billboards.

FULL CAMPAIGN SUPPORT



Digital



Social



POS

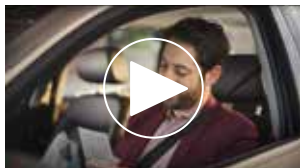
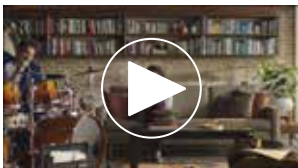


OOH



TV

CLICK BELOW TO WATCH THE VIDEOS



ANYONE
COULD WIN IN AN
INSTANT





WILL NOW HAVE THREE DRAWINGS A WEEK!

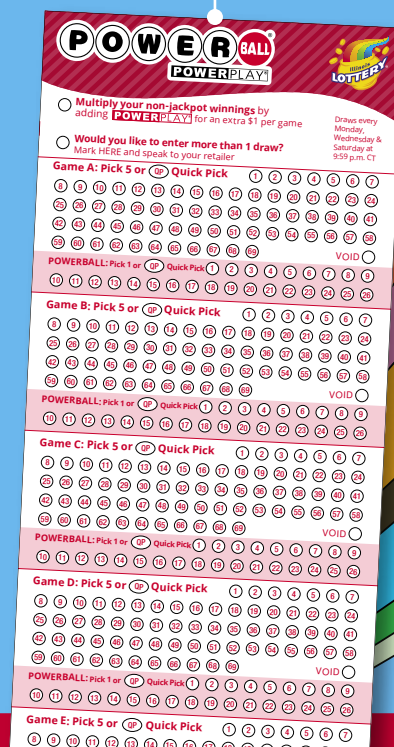


The Illinois Lottery is introducing a new drawing for Powerball®. In addition to the Wednesday and Sunday drawings, a third weekly drawing will take place on **Mondays, beginning August 23, 2021**. With the exception of the additional drawing, all elements will remain the same: the 9:59 PM CT drawing time, odds, \$2 price, and the prize payout structure. Enjoy one more chance for your players to win!

POWERBALL ADVANCED PLAY COUNTDOWN CALENDAR

After Drawing on	Advanced Draws Remaining	After Drawing on	Advanced Draws Remaining
Sat., May 29	24	Wed., July 14	11
Wed., June 2	23	Sat., July 17	10
Sat., June 5	22	Wed., July 21	9
Wed., June 9	21	Sat., July 24	8
Sat., June 12	20	Wed., July 28	7
Wed., June 16	19	Sat., July 31	6
Sat., June 19	18	Wed., August 4	5
Wed., June 23	17	Sat., August 7	4
Sat., June 26	16	Wed., August 11	3
Wed., June 30	15	Sat., August 14	2
Sat., July 3	14	Wed., August 18	1
Wed., July 7	13	Sat., August 21	0
Sat., July 10	12		

Put new play slips out after the August 21, 2021, drawing!



WONKA SECOND CHANCE PROMOTION

There are still plenty of sweet prizes left in the WILLY WONKA GOLDEN TICKET™ game. Make sure to remind your players to enter any non-winning ticket into the WILLY WONKA™ EVERLASTING MILLION Second Chance Promotion. Entering will give them a shot to win a trip to Las Vegas, where they could **WIN \$1 MILLION A YEAR FOR LIFE!** For more details on the second chance promotion, please direct players to illinoislottery.com.

WIN
\$1 MILLION
A YEAR
FOR LIFE



WILLY WONKA & THE CHOCOLATE FACTORY and all related characters and elements © & ™ Warner Bros. Entertainment Inc. (s21)

FAST-PLAY®

THE FASTEST WAY TO PLAY

In May, we added a whole new suite of Fast Play games! The Quick Spot game features one progressive jackpot that grows with each ticket sold, and players wager to win a percentage of the jackpot. Quick Spot offers wagers at \$1, \$5, and \$10. The more players wager, the bigger the percentage of the jackpot they can win.

Wager	Payout
\$1	10% of the Jackpot
\$5	50% of the Jackpot
\$10	100% of the Jackpot

Game odds available at IllinoisLottery.com.
FASTPLAY® AGS LLC.

QUICK \$POT

NEW TO FAST-PLAY®

**1 PROGRESSIVE
JACKPOT,
YOU PICK YOUR
WAGER**



AVAILABLE NOW!



FIRST EVER **Lotto Million 1** WINNER

The April 10, 2021 Lotto drawing made a million dollar dream come true for one Illinois Lottery player. A Lotto ticket purchased at the BP gas station, at 10 E. Northbrook Dr., Dwight, IL, won \$1 million in the Lotto Million 1 drawing.

This million dollar win marks a momentous occasion, as it is the first-ever millionaire made by the recent Lotto enhancements.

As of Tuesday, March 30, 2021, every Lotto play purchased is automatically entered into two additional draws for a prize of \$1 million: Lotto Million 1 and Lotto Million 2. With every Lotto drawing, players have three chances to become a millionaire. These game improvements made one Illinois Lottery player a million dollars richer. ***Will your players be next?***

HAPPY ANNIVERSARY **TO THE ADA**

First signed into law on July 26, 1990, this year marks the 31st anniversary of the Americans with Disabilities Act ("ADA"). The ADA prohibits discrimination on the basis of disability and enables individuals with disabilities to thrive in their communities. All Illinois Lottery retailers must comply with the ADA. Let's celebrate the ADA's 31st anniversary together and ensure that customers with disabilities, who are 18 years of age or older, have equal access to Illinois Lottery retail products.

Questions about compliance with the ADA may be directed to the Americans with Disabilities Act information line at (800) 514-0301



MUST BE 18 OR OLDER TO PLAY

As a retailer, you can help promote the sustainable and responsible growth of the Illinois Lottery. Please make sure you are not selling tickets to anyone under the age of 18. Before making a lottery sale, it is best practice to request valid proof of age for anyone who appears 25 years old or younger. Additionally, instant ticket dispensing machines should be in your line of sight at all times. If a minor is observed attempting to make a purchase, the instant ticket dispensing machine must be immediately disabled.

Remember, it is against the law to sell lottery tickets to anyone under the age of 18 in Illinois.

Be Smart, Sell Smart.

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).



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®