



# RETAILER CONNECTION

December  
2021



**\$20**  
**24K Gold**  
\$2 million top prize

6 49148 00359 9



**\$10**  
**\$1,000,000 Jackpot**  
Loaded with \$500 prizes

6 49148 00360 5



**\$3**  
**Lucky Ca\$h**  
\$50,000 top prize

6 49148 00364 3



**\$5**  
**\$100,000 Jackpot**  
Loaded with \$250 prizes

6 49148 00361 2



**\$2**  
**\$25,000 Jackpot**  
Loaded with \$100 prizes

6 49148 00362 9



**\$1**  
**\$5,000 Jackpot**  
Loaded with \$50 prizes

6 49148 00363 6

## New Scratchers on Dec. 28

Six new Scratchers games will be delivered the last week of December.

FOUR of those games – the new “jackpot” family of tickets – will be delivered on *Tuesday*, Dec. 28, and are eligible for the monthly \$25 bonus. To qualify, **confirm/activate** each pack of new tickets and **validate/cash** a ticket from each of the four family games by midnight the day after delivery.



# Customers Can Now Give 'Draw Games as Gifts'

Giving the gift of fun has never been easier!

Gifting Scratchers for special occasions is a longtime favorite with players, and now the Missouri Lottery is launching a "Draw Games as Gifts" program – giving your customers another easy gift-giving option.

**It's quick and easy – and profitable – for you, too! Retailers will receive 5% commission for selling a Draw Games as Gifts coupon AND 5% commission for redeeming the coupon later.**

- Starting Dec. 13, customers can purchase Draw Games Gift Coupons in \$1, \$2, \$5, \$6 or \$10 increments.
- Gift Coupons can be *purchased* at the counter or at Lottery vending machines.
- Gift Coupons can be *redeemed* at the counter or on the vending machines for any Draw Game of their choice.



## QUICK TIPS: RETAILER PORTAL

Did you know PDF versions of Missouri Lottery publications can be easily downloaded from the Retailer Portal website? This includes sell-ins for new games and promotions, as well as past issues of the *Retailer Connection* and checklists for the "Do The Right Thing" Retailer Integrity & Responsibility Program.

To access any of these materials, go to the Marketing section of [retailer.molottery.com](http://retailer.molottery.com). No login is required.



[Become a Lottery Retailer](#) [Equipment](#) [Marketing](#) [Give to Your Community](#) [About Us](#)

### Promotional Materials

On this page, you can find digital versions of the Missouri Lottery's promotional materials.

To download and view a copy, simply click on the thumbnail below.

#### Ongoing



"Do The Right



"Cash4Life"



"Powerball:



## FAQs at Retail

Do you have a Lottery-related question? We have the answers! The FAQs section will help you learn everything you need to know about Lottery products and best practices.

### Q. How is it determined which schools and education programs get Lottery money?



All Missouri Lottery proceeds are earmarked for public education, and the Missouri Legislature determines how these proceeds are distributed each year.

The full list can be found in the “Where the Money Goes” section at [MOLottery.com](http://MOLottery.com). You can also click on your county to see which specific programs benefited where you live.



## \$50 Scratchers Ticket Coming Soon!

### \$50 “Millionaire Blowout”

It's almost here! A new \$50 price point will be added to our Scratchers lineup in January with the introduction of “Millionaire Blowout.” Stay tuned for full game details and shipment information in the next issue of the *Retailer Connection*.

Your Lottery Sales Representative can also provide additional information, including updated plan-o-gram layouts to help you make the most of your price point variety.



## Monthly Transfer Update

The November transfer of more than \$34.7 million was based on sales in October, bringing the total profits transferred in FY22 to more than \$175.4 million.



## December Calendar

DEC. 3	Club Keno Bonus Hours, 4-7 p.m.
DEC. 7	\$30 Scratchers Tickets Monthly Drawing
DEC. 9	"Flip Flops & Mountaintops" Promotion Drawing #2
DEC. 10	Club Keno Bonus Hours, 4-7 p.m.
DEC. 17	Club Keno Bonus Hours, 4-7 p.m.
DEC. 24	Club Keno Bonus Hours, 4-7 p.m.
	Christmas Eve Missouri Lottery offices closed
DEC. 28	New Scratchers Ticket Delivery
DEC. 31	Entry Deadline for next \$30 Scratchers Tickets Monthly Drawing
	Club Keno Bonus Hours, 4-7 p.m.
	New Year's Eve Missouri Lottery offices closed
	<b>Save the Date for the New Ticket Delivery: Jan. 31</b>

## Gift Responsibly

Lottery products make for festive gifts, but it's only appropriate to gift Lottery tickets or coupons TO adults and FROM adults.

**Lottery Tickets  
Aren't Child's Play.**  
GIFT RESPONSIBLY



## Be on the Lookout for This Type of Scam

Our Security division has received a few reports of scammers trying to use counterfeit bills to purchase Lottery products. The good news is that simple precautions at the counter can help you avoid this type of theft.

The number one deterrent is to make sure you have the money in hand – and verify the bills are good – BEFORE you place Lottery tickets on the counter.

Make sure your staff knows and follows this best practice.



**MOLOTTERY 1-866-665-6883 RETAILER PORTAL [retailer.molottery.com](http://retailer.molottery.com) IGT EQUIPMENT HOTLINE 1-800-729-4832**

**WINNER CLAIM APPOINTMENTS 573-751-4050 (option 9)**



**MO Lottery**



**MissouriLottery**