



RETAILER CONNECTION

June
2021



\$5
Silver 7s
\$77,777 top prize



\$2
Double Cash
\$20,000 top prize



MO Money Monday Returns June 28

MO Money Monday brings you three new Scratchers® games on June 28. Receive a \$25 bonus by **confirming/activating** each pack of new tickets and **validating/cashing** a ticket from each new game by midnight the day after delivery.



Recipes for Retailer Success

Scratchers

- Immediately report any missing packs from your shipment or if you have received a pack not listed on your invoice.
- Deface validated Scratchers tickets after paying, so they can not be presented for cashing again.

Draw Games

- Collect payment before processing a transaction. If payment is not collected, cancel the transaction.
- Communicate the benefits of Powerball's Power Play® and Mega Millions' Megaplier® features to your customers. Plus, the more you sell, the more commissions for you!

Marketing

- Be sure to visit the Retailer Portal's training section to view how-to-play videos and tutorials for generating Draw Games tickets, inquiry and validations, retailer security and problem gambling.
- Maximize winner awareness, jackpots and promotions with available point-of-sale materials and flyers.

Lottery Equipment

- If you are experiencing issues with your lottery equipment, call the IGT Equipment Hotline at 1-800-729-4832.
- Keep dispensers full by training multiple sales associates on how to load Scratchers into the dispensers.

Security

- Make sure your Scratchers tickets are secured firmly to the counter when displaying them there.
- Always lock unattended lottery terminals.



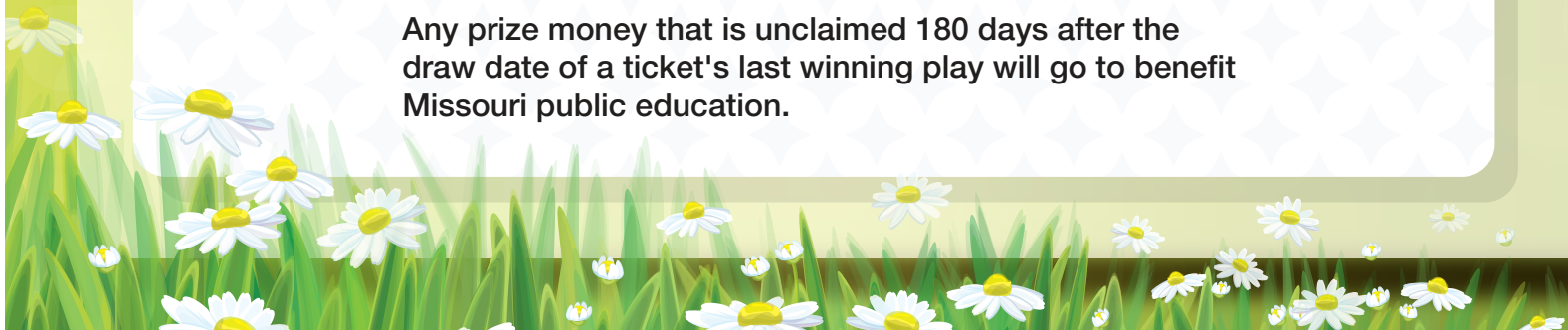
FAQs at Retail

Do you have a Lottery-related question? We have the answers! This new FAQ's section will help you learn everything you need to know about Lottery products and best practices. Have a question you'd like to see in an upcoming publication? Email BrittneyMormann@MOLottery.com for a chance to be featured!

What happens to unclaimed prizes?



Any prize money that is unclaimed 180 days after the draw date of a ticket's last winning play will go to benefit Missouri public education.



Retailer Earnings by Lottery Products

Are you curious how much your location profits from each Lottery transaction? We have broken down the numbers below so you can see average commission by the type of Lottery product sold.

\$5.09

Average amount players spend per Scratchers transaction



31¢ - 64¢

Average commission range per transaction for Scratchers and Draw Games



6.2%

Average incentive on each Lottery dollar sold



JACKPACK OF JACKPOTS!

JackPack is a \$6 combination play of Draw Games from the Missouri Lottery. It's a quick and easy way to produce all the Lottery jackpot games.

With the JackPack, you can print individual single-draw Quick Pick tickets for Powerball®, Mega Millions®, Lotto and Show Me Cash® with a lot fewer keystrokes than by producing them individually.

To produce a JackPack ticket, push the Combo button, then JackPack button.

Generate a Ticket from a Digital Playslip

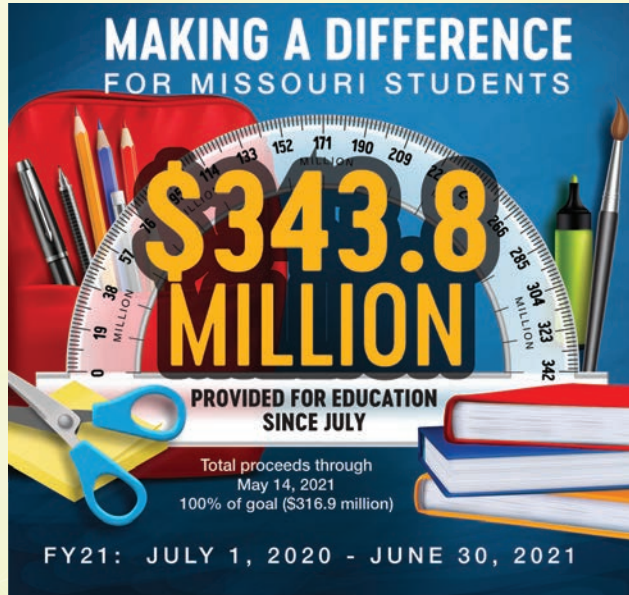
Let your players know about digital playslips on the MO Lottery Mobile App – they are easier to use and more environmentally friendly!

- Players can use the MO Lottery's Mobile App to create a digital playslip for any Draw Game.
- Scan the playslip QR code from the player's phone.
- Once scanned, a ticket will be produced just as if the player handed you a paper playslip.



Monthly Transfer Update

The May transfer of more than \$30.8 million was based on sales in April, bringing the total profits transferred in FY21 to more than \$343.8 million.



June Calendar

JUNE 1	New Scratchers® Delivery
JUNE 2	\$30 Scratchers® Tickets Monthly Drawing
JUNE 4	National Donut Day One-Day Promotion
JUNE 4, 11, 18, 25	Club Keno® Bonus Hours
JUNE 15	Entry Deadline for "The Great Outdoors" Summer Promotion
JUNE 17	"The Great Outdoors" Summer Promotion Drawing #1
JUNE 28	MO Money Monday Scratchers® Delivery
JUNE 30	Entry Deadline for \$30 Scratchers® Tickets Monthly Drawing
Save the Date for the next MO Money Mondays: July 26 and August 30	

National Donut Day

JUNE 4, 2021 ONE DAY ONLY

The Missouri Lottery reserves the right to end the promotion at any time. Free Lotto tickets will not print during the draw break (2 – 5 a.m.).

Purchase a \$5 **SHOW ME CASH** single ticket & receive a **FREE \$2** **LOTTO** **EZMatch**

Club Keno BONUS HOURS

Club Keno 'Bonus Hours' Promotion is Back

Missouri Lottery players will have a chance to win increased prizes playing Club Keno® during the "Bonus Hours" promotion every Friday in June from 4 – 7 p.m. When players purchase a 10-draw ticket and win, they will win up to 50% more on base prizes of \$2 or more.

MOLOTTERY 1-866-665-6883 **RETAILER PORTAL** retailer.molottery.com **IGT EQUIPMENT HOTLINE** 1-800-729-4832

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



MO Lottery



MissouriLottery