



RETAILER CONNECTION

May
2021



\$5
Find \$500
\$100,000 top prize



\$1
10X the Money
\$5,000 top prize



Our Newest Scratchers® Put the Sizzle in Your Summer

Two new Scratchers® games are being introduced on Tuesday, June 1, due to the Memorial Day holiday. You could receive a \$25 bonus by simply **confirming/activating** each pack of new tickets and **validating/cashing** a ticket from each new game by midnight the day after delivery.

ADVENTURE IS CALLING THIS SUMMER

The possibilities are endless with the Missouri Lottery's "The Great Outdoors" summer promotion. Players will have the chance to win cash to spend time outdoors, however they choose, when they play and enter eligible Missouri Lottery Scratchers® and/or Draw Games tickets!

Beginning May 10, players who enter \$10 worth of eligible Scratchers or Draw Games tickets into their *My Lottery*® Players Club account will earn one entry into the "The Great Outdoors" summer promotion. Draw Games tickets must be purchased with all drawings occurring during the promotional dates to be considered eligible.

Players may enter their choice of drawing. On each of the three drawing dates, the Lottery will conduct two drawings to award:

THE GREAT OUTDOORS

SUMMER PROMOTION
MAY 10 — AUG. 17, 2021



GRAND PRIZE: OUTDOOR OASIS *(all prizes are taxes paid)*

One winner will receive a \$32,000 outdoor-living allowance.

SECOND PRIZE: SPLASH INTO CASH *(\$1,000 cash, taxes paid)*

(10) winners drawn on each draw date

Weekly drawings for Outdoor Gear merchandise items will also be held.

ESCAPE TO THE 'GREAT OUTDOORS' WITH OUR RETAILER INCENTIVES

May 9 – Aug. 14

More than \$45,000 worth of merchandise prizes will be awarded to retailers for simply selling Lottery tickets, with two route-based sales contests in place.

DOLLAR INCREASE CONTEST:

The top two retailers on each route with the highest increase in total sales over their 13-week base average by the greatest dollar amount during the promotion will receive their choice of an Outdoor Gear merchandise item.

PERCENT INCREASE CONTEST:

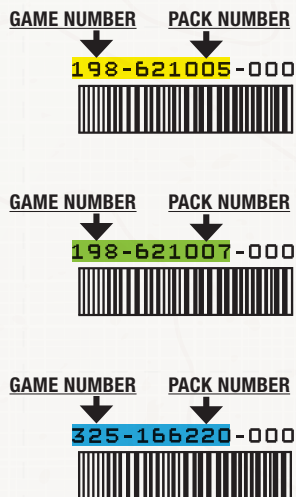
The top 10 retailers on each route with the highest in total sales over their 13-week base average, by the greatest percent increase during the promotion, will receive a Lottery-themed merchandise prize pack.



IMPORTANT CHECK SCRATCHERS SHIPMENTS TO LIMIT YOUR LIABILITY

Verify your actual Scratchers® pack numbers to ensure the numbers on your shipping manifest are the same before confirming and activating your tickets to begin selling.

Please call 1-866-655-6883, option 1, for Inside Sales or contact your Lottery Sales Representative if you have questions and report missing tickets.



TICKET DELIVERY FORM

RETAILER: 123456 ABC GENERAL STORE
ORDER: 01-01234567-01 DATE: 01/22/21
Delivery: UPS GROUND

Thank you for remembering to CONFIRM orders and ACTIVATE packs!

ORDER SUMMARY

GAME		COST	UNITS	AMOUNT	TICKETS		
					TICKET PRICE	PER UNIT	RETAIL COST
325	300X	\$570	1	\$570	\$30	20	\$600
198	\$300 MILLION CASH EXPLOSION	\$570	2	\$1,140	\$30	20	\$1,200
TOTAL			3	\$1,710			\$1,800

ORDER DETAIL

\$030	198-621005	\$030	198-621007	\$030	325-166220
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ORDER NUMBER

01-01234567-01

TRACKING NUMBER

1B 123 456 78 9012 3456

LOTTERY TRAINING 101

Product knowledge is extremely important when it comes to selling Lottery games. Retailers can take advantage of the Missouri Lottery's robust library of training videos located on the Retailer Portal:

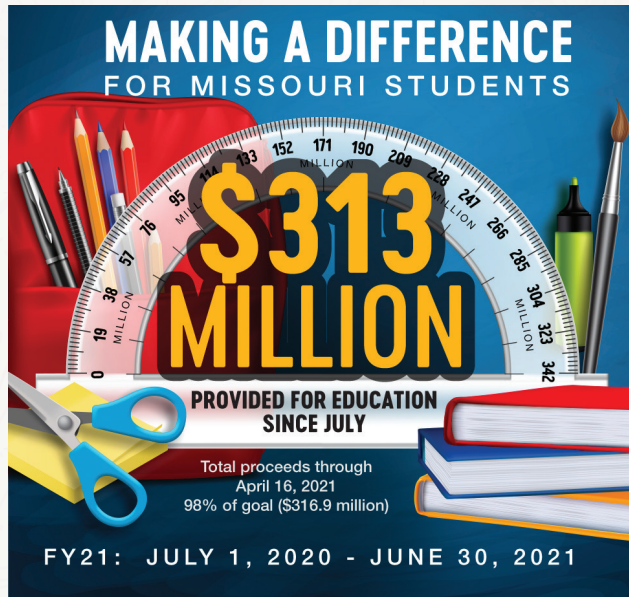
- Generate a ticket for specific games.
- Validate Draw Games and Scratchers® tickets.
- Pick up best practices to keep your Lottery products secure.

Whether you are a new hire or a veteran to the industry wanting to refresh your Lottery knowledge, the portal's training videos provide an educational opportunity for everyone.



Monthly Transfer Update

The April transfer of more than \$31.5 million was based on sales in March, bringing the total profits transferred in FY21 to more than \$313 million.



May Calendar

MAY 5	"Cinco de Mayo" One-Day Promotion
MAY 7	Harry S Truman's Birthday - Missouri Lottery Offices Closed
MAY 8	"Win Cash4Life®" Second-Chance Entry Deadline
MAY 10	"The Great Outdoors" Summer Promotion Begins
MAY 24	"Golden Ticket" Final Million Dollar Drawing Entry Deadline
MAY 26	"Golden Ticket" Final Million Dollar Drawing
MAY 31	Memorial Day - Missouri Lottery Offices Closed

*Due to the Memorial Day holiday, May's new
Scratchers games will arrive on Tuesday, June 1*

Save the Date for the next
MO Money Mondays: June 28 and July 26

One-Day Promotions Can Boost Your Sales

Our periodic one-day promotions are a fast and easy way to give an extra push to your sales.

Make the most of them by following these tips:

- Stay informed. You can find promotion dates on the calendar section of each Retailer Connection, through point-of-sale materials or at MOLottery.com.
- Tell your customers. Display signage and remind them on the day of the event.
- Ask for the sale. You can increase your sales up to 25% on average, just by asking your customers if they would like to take advantage of the latest Lottery one-day promotion.

Spread the word about one-day promotions and see what they can do for your business!



Cinco de Mayo

MAY 5, 2021

Purchase a
10-Draw Club Keno®
(\$10 single ticket)

and receive a
FREE
4-Spot ticket!
(\$1 value)

ONE DAY ONLY

The Missouri Lottery reserves the right to end the promotion at any time.

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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



Missouri Lottery