



RETAILER CONNECTION

November
2021

\$5 MISSOURI LOTTERY

50X THE BUCKS

Win Up To \$100,000!

Winning Numbers

Your Numbers

Over \$16 MILLION in Prizes!

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win prize shown. Reveal a "5X" symbol, win 5 TIMES the prize. Reveal a "10X" symbol, win 10 TIMES the prize. Reveal a "20X" symbol, win 20 TIMES the prize. Reveal a "50X" symbol, win 50 TIMES the prize.

Earn Rewards. See back for details.

\$5
50X The Bucks
\$100,000 top prize

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\$2 MISSOURI LOTTERY

\$100 FRENZY

LOADED WITH \$100 PRIZES!

Match any of YOUR NUMBERS to either WINNING NUMBER, win prize shown. Reveal a "100" symbol, win prize automatically. Reveal a "1000" symbol, instantly win \$100. Reveal a "10000" symbol, WIN ALL TO PRIZES!

WINNING NUMBERS

YOUR NUMBERS

PRIZE PRIZE PRIZE PRIZE PRIZE

PRIZE PRIZE PRIZE PRIZE PRIZE

WIN UP TO \$30,000!

Earn Rewards. See back for details.

\$2
\$100 Frenzy
\$30,000 top prize

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New Scratchers Arrive Nov. 29

Two new games begin on MO Money Monday, Nov. 29. **Confirm/activate** each pack of new tickets and **validate/cash** a ticket from each new game by midnight the day after delivery, and you'll earn a \$25 bonus.

MO
MONEY
MONDAY

Prepare for the Holiday Rush

The sale of holiday Scratchers is kicking into high gear. Are you ready?

- Let your Lottery sales rep or your Inside Sales representative know if you experience unexpected full book purchases during the holiday, so they can make sure you maintain enough inventory.
- Check your manifests with new ticket deliveries. Flip the tickets over and make sure the pack numbers match what is listed on the manifest.
- Display information about the "Flip Flops & Mountaintops" Holiday Escape Promotion for your players. They could win cool trips or cash prizes, while the added sales will count toward retailer incentive contests for you.

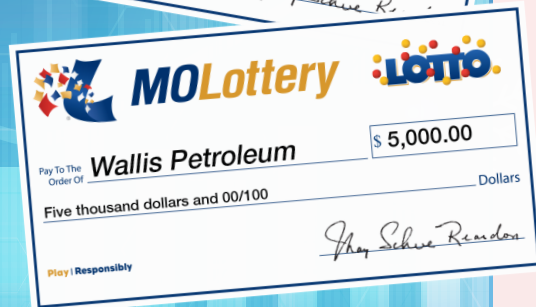


When Players Win, You Win

Winning is fun for players, but it can be fun for you, too! When you sell top prize-winning Draw Games tickets, you qualify for the following selling bonuses.

- \$5,000 BONUS for selling a Lotto jackpot ticket
- \$50,000 BONUS for selling a Powerball or Mega Millions jackpot ticket
- \$1,000 BONUS for selling a Powerball or Mega Millions "Match 5" ticket (ticket that matches all five white-ball numbers, but not the Powerball or Mega Ball)
- \$1,000 BONUS for selling a Cash4Life ticket that wins either the \$1,000-a-day-for-life prize or the \$1,000-a-week-for-life prize
- 1% BONUS for selling a Club Keno ticket worth \$10,000 or more
- \$500 BONUS for selling a Show Me Cash jackpot ticket

You also benefit from lower tier wins. In fact, you'll get a bonus of 2% of the prize for CASHING winning Scratchers and Draw Games tickets up to \$600.



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. Is it true that the Lottery can no longer publish winners' names?



It's true. House Bill 402 was signed into law and went into effect Aug. 28, 2021.

The new law prohibits "the lottery commission, the state lottery or any employee of the state lottery, or any organization with whom the state has contracted to operate the state lottery or any of that organization's employees" from publishing the name, address or any other identifying information of any person who wins the state lottery.

But that doesn't mean we can't celebrate big wins!

You can still promote winner awareness with your customers by:

- Posting banners or other signage at your business saying you sold a winning ticket
- Posting news about big winning tickets on your social media accounts (Don't forget to tag the Missouri Lottery!)

You can include:

- Game played
- Amount won
- Date of win



Just make sure you do NOT include winner names, photos or other personal information.

Your Sneak Peek at the \$50 Scratchers Ticket

\$50 "Millionaire Blowout"

In early 2022, the Missouri Lottery is introducing a brand new Scratchers® price point – \$50!



Monthly Transfer Update

The October transfer of more than \$32.2 million was based on sales in September, bringing the total profits transferred in FY22 to more than \$140.7 million.



November Calendar

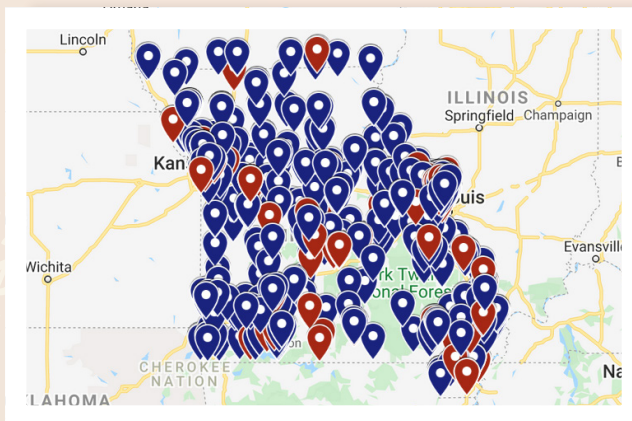
- NOV. 2** \$30 Scratchers Tickets Monthly Drawing
- NOV. 10** "Flip Flops & Mountaintops" Promotion Drawing #1
- NOV. 11** Veterans Day, Missouri Lottery Offices Closed
- NOV. 25** Thanksgiving, Missouri Lottery Offices Closed
- NOV. 29** MO Money Monday New Ticket Delivery
- NOV. 30** Entry Deadline for next \$30 Scratchers Tickets Monthly Drawing

Save the Date for the New Ticket Delivery:
Dec. 28

Quick Tips: Commissions

Do you know how much you're earning each week in Lottery commissions? That information and more is easy to find when you log into the Missouri Lottery's Retailer Portal website.

Week/Day	Description	Amount
8/21/2021	Draw Games Sales	10,740.00
8/21/2021	Draw Games Cashes	-1,107.00
8/21/2021	Draw Games Commissions	-11.00
		-537.03
	Draw Games Subtotal	9,084.97
Week/Day	Description	Amount
8/21/2021	Settled Pack	
8/21/2021	Total Scratchers Commissions	8,400.00
8/21/2021	Scratchers Cashes	-420.00
8/21/2021	Scratchers Promotion	-3,304.00
		-5.00
	Scratchers Subtotal	4,671.00
		20.00



Winners Map

Each month, we let players know of the many retailers throughout the state that sold winning tickets worth \$1,000 or more. It's impressive to see that winners are sold in every corner of the state and all parts in between. Check it out at MOLottery.com/media/winners.jsp.

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