



RETAILER CONNECTION

September
2021



\$20
Merry Money
\$300,000 top prize



\$5
\$100,000 Break the Bank
\$100,000 top prize



\$1
7-11-21®
\$7,000 top prize



New Ticket Delivery on Sept. 27

MO Money Monday brings you three new Scratchers® games, including the new \$20 holiday ticket. Don't forget: You can earn 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.



Make the Most of Your \$30 Games

With the launch of “Big Riches” (game 375) last month, the Missouri Lottery is meeting customer demand with another \$30 Scratchers game. The \$30 price point has been a growing favorite with Scratchers players, offering average chances of winning a prize at around 1 in 2.71, including \$30 prizes.



- Display and sell multiple \$30 games to increase sales and profits.

- o Retailers who sell one \$30 game average **\$3,642** per week in total Scratchers sales.
- o Retailers who sell two \$30 games, average **\$4,671** per week in total Scratchers sales.
- o Retailers who sell three \$30 games, average **\$7,539** per week in total Scratchers sales.
- o Imagine how your sales and profits would grow by displaying and selling four \$30 games!



- Let your customers know the new game will also be included in the “\$30 Monthly Scratchers Drawings,” which award 10 prizes of \$500 each month.

‘Tis Almost the Season

Each year, the Lottery releases its first holiday Scratchers game, a \$20 ticket, in September – with the rest of the holiday games making their debut in mid-October. The full holiday Scratchers lineup can be seen in next month’s *Retailer Connection*.



Video Quick Tip: JackPack

A new video on the Lottery’s Retailer Portal website shows just how quick and easy it is to produce a JackPack (a Quick Pick ticket for each of the Lottery’s jackpot games). Players and retailers alike love the convenience – especially when jackpots are high. Watch the video in the Training section of retailer.molottery.com.

What You Need to Know about Redeeming Coupons

The redemption process is the SAME for all coupon types, both printed and digital, on the Lottery terminal. All coupon redemptions begin with pressing the “Redeem Coupon” button, followed by selecting the “Lottery Coupon” button. Coupons are generally awarded in the *My Lottery Players Club*, but can also be distributed onsite at Events or through a promotion. Coupons can be printed or scanned digitally from their phone.

When redeeming a coupon and selecting “Lottery Coupon,” here’s what happens next:

- **Draw Games Coupons**
 - o Scan coupon barcode or manually enter the coupon number and press “Next.”
 - o Press the desired Draw Game or insert a completed playslip.
 - o Retailers can follow the instructions on the left side of the terminal.
 - o Tickets selected can exceed coupon amount if the player wants to pay the remaining amount in cash.
- **Scratchers Coupons**
 - o Scan the Scratchers ticket selected by the player. If credit remains, scan another Scratchers ticket until credits are at zero.
 - o Press “Send” once all credits have been used.
 - o Tickets selected can exceed coupon amount if the player wants to pay the remaining amount in cash.



In all instances, both a retailer and player receipt will print.

Digital coupons can also be redeemed by following the prompts on Lottery vending machines.

Printed instructions with screenshots are available through your Lottery Sales Representative.



New Flyers Show Your Contributions to Education

Your Lottery Sales Representative should have recently provided you with new flyers to show how much money was sent to public education in the state as a direct result of sales at your location.

Thank you for posting these flyers at your business, for your partnership and for your continued support of Missouri students!

Monthly Transfer Update

The August transfer of more than \$32.5 million was based on sales in July, bringing the total profits transferred in FY22 to more than \$70.2 million.



September Calendar

SEPT. 2	\$30 Scratchers® Tickets Monthly Drawing
SEPT. 3	Club Keno "Bonus Hours" Promotion, 4 - 7 p.m.
SEPT. 10	Club Keno "Bonus Hours" Promotion, 4 - 7 p.m.
SEPT. 17	Club Keno "Bonus Hours" Promotion, 4 - 7 p.m.
SEPT. 24	Club Keno "Bonus Hours" Promotion, 4 - 7 p.m.
SEPT. 27	MO Money Monday New Ticket Delivery
SEPT. 30	Entry Deadline for \$30 Scratchers® Tickets Monthly Drawing

Save the Date:
Next New Scratchers Ticket Launch - Oct. 11
November MO Money Monday - Nov. 29



KENO BONUS HOURS ARE BACK

The Club Keno "Bonus Hours" promotion is back. That means increased prizes for players from 4-7 p.m. every Friday in September whenever they buy a 10-draw (multi-draw) Club Keno ticket.

Base prizes of \$2 or greater will be increased* up to 50% on qualifying tickets purchased during the promotion dates and hours – with no extra effort needed from you or the player!

*Multiplier wagers, Progressive Jackpot prize and 10 of 10-spot prize will not be increased.

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