



# Draw Games as Gifts, Perfect Year-Round

Draw Games as Gifts coupons made their debut just in time for the holidays, but the program is here to stay. After all, Draw Games tickets also make fun gifts for birthdays, anniversaries, graduations and other special occasions.

You'll notice the color of the Draw Games as Gifts button on your terminals and on Lottery vending machines has changed from the red/green holiday version to a blue/white theme after the holidays. Everything else remains the same. Your customers can continue to buy Draw Games as Gifts coupons in \$1, \$2, \$5, \$6 and \$10 increments – and you will continue to earn 5% commission on sales AND 5% for redeeming the coupons, too.



## INTRODUCING OUR FIRST-EVER \$50 SCRATCHERS

With the chance to win a top prize of \$5 million, the Missouri Lottery's first \$50 Scratchers game is finally here. For you, that means a \$2.50 commission on every "Millionaire Blowout" ticket sold.

It's also loaded with prizes that can be paid at retail, making it more likely that winners will spend additional dollars at your store.

Many of you have already been carrying four \$30 games in anticipation of the new \$50 ticket. Now that you have four Scratchers facings for higher price points, it will be an easy switch to replace one in your planogram with the new game.

Remember, you're just a phone call away from stocking this game. If you want to carry "Millionaire Blowout" or place a re-order for the game, reach out to your Inside Sales Rep or Lottery Sales Rep. All Scratchers retailers are eligible to sell this game.

**BEST CHANCE TO WIN \$1 MILLION IN MISSOURI LOTTERY SCRATCHERS HISTORY**

**TICKETS COME IN PACKS OF 24 ...  
COST = \$1,140, RETAIL VALUE = \$1,200**

**OVERALL CHANCES OF WINNING A PRIZE: 1 IN 2.84**

This does not mean that every third ticket will be a winner. Winning tickets are printed at random, and chances reflect the game overall (not each pack).





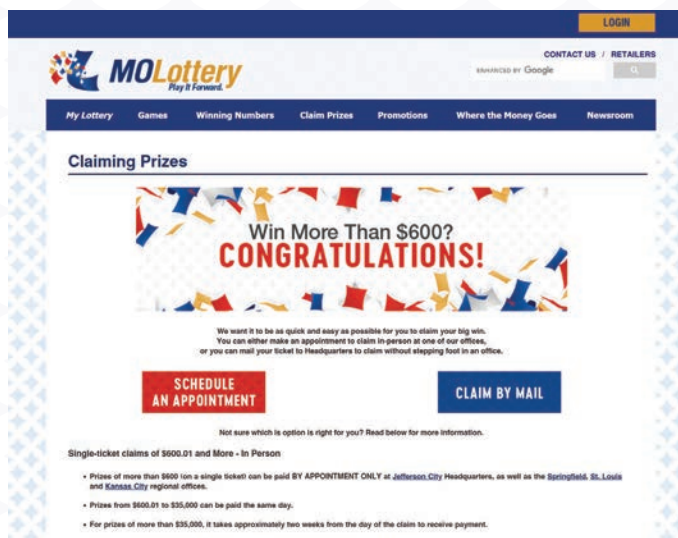
## FAQ: Claiming Large Prizes

### Q. How are wins greater than \$600 handled?



There have been some operational changes over the last year and a half, including how players claim prizes of more than \$600. While you may still cash prizes up to and including \$600, in-person claims for anything above that must be made via an appointment at a Missouri Lottery office.

Refer your customers to the "Claim Prizes" section of [MOLottery.com](http://MOLottery.com) for full details. They can also call us at (573) 751-4050.



## QUICK TIPS: RETAILER PORTAL

Are you using a Plan-O-Gram to determine how you display Scratchers tickets? It's the best way we know to strategically merchandise games to attract customers and help maximize your profits.

To see recommendations based on the number of games you carry, go to [retailer.molottery.com](http://retailer.molottery.com) and check out the Marketing section.

No login is required, so it's an easy reference tool for owners, managers or other staff who are authorized to stock Scratchers product.

\$50	\$30	\$30	\$30
\$20	\$20	\$20	\$20
\$20	\$10	\$10	\$10
\$10	\$10	\$5	\$5
\$5	\$5	\$5	\$5
\$5	\$5	\$5	\$5
\$3	\$3	\$3	\$2
\$2	\$2	\$2	\$2
\$2	\$1	\$1	\$1

*36-Game Plan-O-Gram*

## Profit per Lottery Ticket Sold May Surprise You

**\$5.52**

Average amount players spend per Scratchers ticket



**11¢-65¢**

Average commission range per ticket  
[Scratchers & Draw Games, dependent upon game]



**6.2%**

Average retailer profit on each Lottery dollar sold  
[commissions & incentives]



## ‘Scratch Big, Win Big’ Monthly Drawings

Our monthly drawings to award 10 players with \$500 cash will now include the new \$50 “Millionaire Blowout” ticket. All active \$30 Scratchers are also eligible, and players earn automatic entry into a drawing whenever they enter qualifying tickets into their *My Lottery®* Players Club.

*Formerly called “\$30 Monthly Scratchers Drawing”*

## Monthly Transfer Update

The December transfer of more than \$31.2 million was based on sales in November, bringing the total profits transferred in FY22 to more than \$206.7 million.



## January Calendar

<b>JAN. 4</b>	\$30 Scratchers Tickets Monthly Drawing
<b>JAN. 6</b>	Third and final “Flip Flops & Mountaintops” Promotion Drawing
<b>JAN. 17</b>	Martin Luther King Day Missouri Lottery offices closed
<b>JAN. 31</b>	New Scratchers Ticket Delivery
<b>JAN. 31</b>	Entry Deadline for “Scratch Big, Win Big” Monthly Drawing

Next MO Money Monday:  
Feb. 28

**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**



**Missouri Lottery**