



RETAILER CONNECTION

December 2023



\$20
200X The Cash
\$2 million top prize



\$10
\$1,000,000
Cash Payout
\$1 million top prize



\$3
Treasure Hunt
\$50,000 top prize



\$5
\$100,000
Cash Payout
\$100,000 top prize



\$2
\$25,000 Cash Payout
\$25,000 top prize



\$1
\$5,000 Cash Payout
\$5,000 top prize



New Scratchers

It's almost time to usher in the New Year! Increase your sales by making sure you have the newest Scratchers tickets available when the holidays end. Your customers can look forward to these six games – including the latest “family of games” – beginning Tuesday, Dec. 26.

Don't forget: You'll earn a \$25 bonus when you **confirm/activate** each pack of new tickets AND **validate/cash** a ticket from each of the new games by midnight the day after delivery.

Retailers Earn Million Dollar Club Status

The party continues! The following retailers were among the 243 retail locations that sold \$1 million or more in Missouri Lottery tickets in 2022. Congratulations to these Million Dollar Club (MDC) retailers!

| Retailer | Contribution to Education |
|--------------------------------------|---------------------------|
| QuikTrip 197R, Kansas City | \$255,391 |
| Marsh's Sun Fresh, Kansas City | \$306,145 |
| Applemarket 70, Kansas City | \$235,236 |
| Hy-Vee 1380, Lee's Summit | \$307,061 |
| Wild Bill's Travel Center, Ridgedale | \$396,970 |
| Schnucks Market 191, Bridgeton | \$465,749 |
| MPC 99, Hazelwood | \$290,240 |
| Reeves Boomland, Charleston | \$411,988 |
| Express Mart – Festus West, Festus | \$247,568 |
| Dierbergs-Telegraph 14, St. Louis | \$272,003 |



QuikTrip 197R



Marsh's Sun Fresh



Applemarket 70



Hy-Vee 1380



Wild Bill's Travel Center



Schnucks Market 191



MPC 99



Reeves Boomland



Express Mart – Festus West



Dierbergs-Telegraph 14

Scratchers Plan-O-Grams and More Available on Retailer Website

The Missouri Lottery's website for retailers – retailer.molottery.com – makes important Lottery tools and marketing materials available for your use. For example, a variety of plan-o-grams have been designed to provide a strategic approach to merchandising Scratchers games at your business. Plan-o-grams are based on the number of facings at your location, along with a proven mix of recommended price points.

You can also find back issues of the *Retailer Connection* and approved game logos on the retailer portal website. No login is needed to access this marketing content.

36-GAME PLAN-O-GRAM

| | | | |
|------|------|------|------|
| \$50 | \$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 | \$1 | \$1 | \$1 |

WILD BALL WEDNESDAYS

Every Wednesday in December will feature a one-day promotion allowing Pick 3 and Pick 4 players to try the Wild Ball add-on option for FREE when they make a qualifying \$5 single-ticket purchase.

It's a fun way for your customers to try something new, and it's simple and easy for you to execute. A free \$1 Wild Ball ticket will automatically generate for each \$5 purchase. A message will also display at the bottom of each qualifying ticket, alerting your staff and customers that a free promotional ticket follows.

Purchase a \$5 **PICK 3** and receive a **PICK 3 WILD BALL** FREE

Purchase a \$5 **PICK 3** and receive a **PICK 3 WILD BALL** FREE

Purchase a \$5 **PICK 4** and receive a **PICK 4 WILD BALL** FREE

Purchase a \$5 **PICK 4** and receive a **PICK 4 WILD BALL** FREE

*Qualifying purchase cannot include an add-on or be made with a coupon. Free ticket is a 50-cent straight ticket with Wild Ball – a \$1 value. Free ticket will not print during the draw breaks or be eligible for entry into the My Lottery® Players Club. The Missouri Lottery reserves the right to end the promotion at any time.

- The free Wild Ball ticket will show a dollar amount of \$.50, since the Wild Ball add-on doubles the ticket price, but this ticket has a \$1 VALUE.
- Please make sure to account for this accordingly, based on your store's accounting practices.

Promos Make Winners of Retailers, too!



Remember, you could win in the "Second Chance of a Lifetime: Anchors Away" holiday promotion, too. Two route-based retailer incentives offer the chance to win a "Merry Merchandise" item of the retailers' choice or a Lottery-themed merchandise prize pack.

Prizes are based on combined Scratchers and Draw Games sales, compared against 13-week averages.

- **Dollar Sales Increase** – prizes awarded to top two retailers on each route
- **Percent Sales Increase** – prizes awarded to top 10 retailers on each route



The Cellar, located in Macon, won a prize pack for highest percentage increase during last summer's second-chance promotion.

PAY, THEN PLAY!

It's important that anyone selling Lottery tickets at your establishment knows to collect payment up front before printing any Draw Games tickets.

Make sure to collect payment before pressing **SEND** to print the ticket(s).

If the amount is different than what the player wanted, if the player leaves to "go get their wallet out of the car," or payment is delayed for any other reason, the **CANCEL** button should be used to prevent the ticket from printing.





Bonus Hours
 DEC. 1, 8, 15, 22 & 29, 2023 • 4-7 P.M.

INCREASED PRIZES!



4-7 P.M.



EVERY FRIDAY IN DECEMBER!



Multiple wagers. Progressive jackpot prizes and 10 of 10-Spot prizes will not be increased. Coupons cannot be used in conjunction with this promotion.

From bars and restaurants to c-stores and supermarkets, Keno is enjoyed by Lottery players everywhere. As this publication goes to print, 59 Keno prizes of \$5,000 or more have been won so far this year. Of those, 38 winning tickets (64%) were purchased at social environment retailers, and 21 (or 36%) were purchased at traditional retail locations.

Monthly Proceeds Provided to Education

The November transfer of Lottery proceeds to education was approximately \$35 million. Based on ticket sales in October, this brings total Lottery profits transferred so far in FY24 to more than \$165.4 million.

December Calendar

- DEC. 1 New Rewards Available for *My Lottery*® Members
- DEC. 1 Club Keno Bonus Hours, 4-7 p.m.
- DEC. 5 "Scratch Big, Win Big" Monthly Drawing
- DEC. 6 "Wild Ball Wednesday" One-Day Promotion
- DEC. 8 Club Keno Bonus Hours, 4-7 p.m.
- DEC. 13 Monthly Drawings in Points for Drawings
- DEC. 13 "Wild Ball Wednesday" One-Day Promotion
- DEC. 14 "Anchors Away" Holiday Promotion, Draw #2
- DEC. 15 Club Keno Bonus Hours, 4-7 p.m.
- DEC. 20 "Wild Ball Wednesday" One-Day Promotion
- DEC. 22 Club Keno Bonus Hours, 4-7 p.m.
- DEC. 25 Christmas Day; Missouri Lottery Offices Closed
- DEC. 26 New Ticket Delivery
- DEC. 27 "Wild Ball Wednesday" One-Day Promotion
- DEC. 29 Club Keno Bonus Hours, 4-7 p.m.

Next MO Money Monday
New Ticket Delivery: Jan. 29, 2024



DECK OUT THE HALLS

Encourage your customers to give the gift of Lottery this holiday season!

Missouri Lottery holiday Scratchers and Draw Games as Gifts coupons make the perfect gift, stocking stuffer, gift tag or party favor!



GIFT RESPONSIBLY,
 Lottery Tickets Aren't Child's Play



RETAILER HOTLINE 1-866-665-6883 RETAILER PORTAL retailer.molottery.com IGT EQUIPMENT HOTLINE 1-800-729-4832
 LOYALTY CLUB CUSTOMER SERVICE 1-866-465-1038 WINNER CLAIM APPOINTMENTS 573-751-4050 (option 9)

