



RETAILER CONNECTION

July
2023

\$20 MISSOURI LOTTERY

\$2,000,000 SIZZLING RICHES

OVER \$47 MILLION IN PRIZES!

WINNING NUMBERS

YOUR NUMBERS

WIN UP TO \$2,000,000! 000

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win prize shown. Reveal a "🔥" symbol, win DOUBLE the prize. Reveal a "🔥🔥" symbol, win \$100 instantly. Reveal "HOT"; WIN ALL 25 PRIZES!

Earn Rewards. See back for details.

\$20
\$2,000,000 Sizzling Riches
\$2 million top prize



\$5 MISSOURI LOTTERY

LIVING LUCKY with LUKE COMBS

Enter For A Chance To See Luke Combs, LIVE In Nashville, And A Chance To Win \$500,000!

WINNING NUMBERS

YOUR NUMBERS

WIN UP TO \$100,000! 000

Match any of YOUR NUMBERS to any WINNING NUMBER, win prize shown for that number. Reveal a "🎸" win prize automatically. Reveal a "🎸🎸" win \$50 instantly. Reveal "🎸🎸🎸" WIN ALL 15 PRIZES!

Earn Rewards. See back for Reward and Promotion details.

\$5
Living Lucky with Luke Combs
\$100,000 top prize



\$1 MISSOURI LOTTERY

Lots of \$50s

LOADED WITH \$50 PRIZES!

Match any of YOUR NUMBERS to either

WINNING NUMBER, win prize shown.

Reveal a "🍀" symbol, win \$50 instantly.

Reveal a "🍀🍀" symbol, WIN ALL 5 PRIZES!

Earn Rewards. See back for details.

WIN UP TO \$2,500!

000

\$1
Lots of \$50s
\$2,500 top prize



MO Money Monday: July 31

Your customers can play these three new Scratchers games on MO Money Monday, July 31!

You'll earn a \$25 bonus when you **confirm/activate** each pack of new tickets AND **validate/cash** a ticket from each new game by midnight the day after delivery.



Living Lucky with Luke Combs

The Missouri Lottery is teaming up with country music sensation Luke Combs, providing a \$5 “Living Lucky with Luke Combs” Scratchers ticket, along with a spectacular second-chance promotion!

The Ticket!

- \$100,000 top prize
- 15 chances to win
- \$5 game

Two Second-Chance Drawings!

- Awarding Luke Combs VIP concert experiences at iconic Ryman Auditorium in Nashville!
- Five winners per drawing / 10 winners total

PLUS, while in Nashville, our 10 winners – as well as the winners from other participating lotteries – will be eligible to win \$500,000. The winner will be announced at the VIP concert, LIVE on stage, by Luke Combs himself! He’ll also announce one Missouri winner of a \$10,000 prize!

If country music lovers make up a part of your customer base – and they probably do – let them know how easy it is to enter for their chance to win.

One Ticket = One Entry!

Players will earn one entry into the promotion for every “Living Lucky with Luke Combs” ticket they enter into their *My Lottery*® Players Club account from July 31 to Oct. 23.

Full details are available at MOLottery.com, and you can hear a personal message from Luke by scanning the QR code shown above.

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LIVING LUCKY with
LUKE COMBS

SCRATCHERS GAME
& PROMOTION
July 31 – Oct. 23, 2023



Scan for a
Special Message
from Luke



Cashing Winning Tickets is Just Good Business

Cashing winning tickets up to \$600 is good for your business.

- You get a 2% bonus with each Draw Games or Scratchers prize you cash regardless if you sold the ticket.
- At least a portion of the prize money is usually reinvested into more Lottery purchases, meaning another commission for you.
- Lottery players generally make additional in-store purchases while they're there cashing a ticket.
- When players learn a particular retailer cashes prizes, they tend to frequent that location more often for their Lottery purchases.



WILD BALL

Wild Ball Refresher

Are your customers loving the Wild Ball add-on for Pick 3 and Pick 4? The question we're most often asked about it is, "Which numbers can the Wild Ball Replace?"

Here's the simplest way to describe it to your Pick 3 and Pick 4 players:

- The player's numbers NEVER change.
- Only the Lottery-drawn Winning Numbers can be replaced by the Wild Ball.

Scan For Video



YOUR NUMBERS (STRAIGHT)

2 2 1

WINNING NUMBERS

2 2 3

WILD BALL

1

The Wild Ball can replace one of these numbers

POSSIBLE WILD BALL WINNING COMBINATIONS

1 2 3

2 1 3

2 2 1

WIN!

Social Media: Let the Lottery Do the Work

Did your business sell a large winning ticket and you can't wait to share the news with your customers? Do you want to help drive sales by getting the word out about a Lottery second-chance promotion or a new game launch?

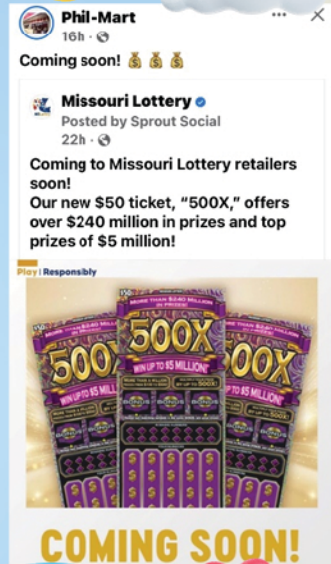
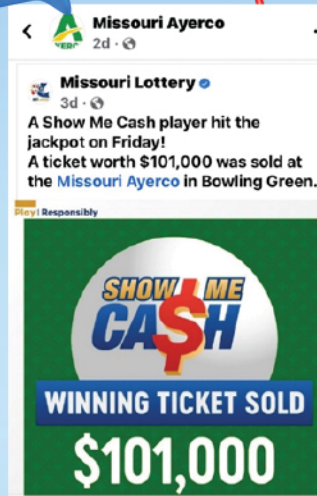
There's no need to re-invent the wheel; the Missouri Lottery already creates these types of posts for social media. All you have to do is share them!

Facebook:

Go to our official account (MOLOTTERY) and share directly from our page, adding your own personalized message to your customers, if you'd like.

Twitter:

Find @MISSOURILOTTERY and simply Retweet the content. If you'd like to include your own message, choose Quote Retweet to add your comments.



JACKPOT RESET Promos Extend the Excitement

"Jackpot Reset" promotions can keep the enthusiasm going after a Powerball or Mega Millions jackpot gets hit. Both games now offer this year-round player promotion each time a jackpot is won – no matter where it's won.



It runs for seven days following a jackpot hit.



Customers who buy three plays for the current draw on a single ticket get a FREE \$2 ticket.



Qualifying purchases are easy to create, using the \$6 QP option.



Monthly Proceeds Update

The June transfer was the last transfer of the fiscal year. Based on ticket sales in May, the \$28.2 million transfer brings the total Lottery profits provided to education in FY23 to more than \$425 million.

MAKING A DIFFERENCE FOR MISSOURI STUDENTS

\$425 MILLION

PROVIDED FOR EDUCATION SINCE JULY

FY23: JULY 1, 2022 - JUNE 30, 2023

It's National Lottery Day!

July 17, 2023

Purchase a \$5 **SHOW ME CASH** & receive a **FREE CASH POP** (\$1 value) single ticket

ONE DAY ONLY

*The qualifying purchase cannot include an add-on to meet the purchase amount. Free Cash Pop tickets will not print during the draw breaks.

Coupons cannot be used in conjunction with this promotion. The Missouri Lottery reserves the right to end the promotion at any time.

July Calendar

- JULY 1** New Rewards Available for My Lottery® Members
 - JULY 4** Independence Day, Lottery Offices Closed
 - JULY 5** "Scratch Big, Win Big" Monthly Drawing
 - JULY 17** "Lottery Day" One-Day Promotion
 - JULY 27** "Lucky Stars" Second-Chance Promotion Drawing #2
 - JULY 31** MO Money Monday New Ticket Delivery
- Next MO Money Monday: August 28, 2023



Retailer Bonus Spotlight

Eugene Eagle Stop received a \$114.24 bonus check for selling a \$11,424 winning Club Keno ticket.