



RETAILER CONNECTION

June
2023



\$10
\$50 & \$100
Blowout
Loaded with
\$50 & \$100 Prizes



\$5
50X Lucky
\$100,000 top prize



\$2
\$20,000
Taxes Paid
\$20,000 top prize



MO Money Monday: June 26

Three new Scratchers games will be ready for your customers to play on Monday, June 26!

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



\$50 Scratchers: The Talk of the Town

In the last six months, Missouri Lottery retailers who sold a \$50 Scratchers game have sold 600% more in total Scratchers than retailers who did not carry a \$50 game.

While the number of \$50 tickets accounted for just 1.8% of tickets sold, the dollars made up almost 15% of retailers' total sales. That more money for you with fewer transactions for your clerks and staff.

Retailers who sell both \$50 games are setting themselves up for even greater success. Players are drawn to the 80% prize payout* on these games, and many are excited to sample the new games. When your \$20 and \$30 Scratchers players try the higher price point, it translates into increased profits for you. In fact, you'll earn \$2.50 in commission for every \$50 Scratchers game sold.

* Average chances may vary from game to game due to the variance in prize structures. While the average chances of winning on "500X" are 1 in 2.93, this does not mean that every third ticket will be a winner, as winning tickets are printed at random



COMING SOON:



**JACKPOT RESET
PROMOTION**

WHAT:

- Just like the Powerball "Jackpot Reset," this year-round promotion will run each time the Mega Millions jackpot is hit and the jackpot amount resets.
- For the following seven days, customers who buy three Mega Millions plays for the current draw will get a FREE Mega Millions ticket (\$2 value)!

WHEN:

- "Jackpot Reset" will kick in every time the Mega Millions jackpot gets hit, beginning June 14, 2023.

HOW TO PRODUCE QUALIFYING 3-PLAY TICKET:

- Press \$6 QP button on the home screen of the Draw Games terminal.
- Press SEND and the ticket will print, immediately followed by the FREE \$2 ticket.

When Players Win, So Do You!

It's not just your customers who can enjoy a win on a Missouri Lottery ticket. It can be very good news for you, too.

- You'll receive a bonus that equals 2% of the prize whenever you cash winning tickets up to \$600.
- You'll earn a \$5,000 bonus for selling a jackpot-winning Lotto ticket.
- A Powerball or Mega Millions jackpot-winning ticket will score the selling retailer a \$50,000 bonus.
- Retailers who sell a Powerball or Mega Millions ticket that matches all five white-ball numbers drawn will receive a \$1,000 bonus.
- Cash4Life tickets with \$1,000-a-day-for-life or \$1,000-a-week-for-life prizes will earn an extra \$1,000 for the selling retailer.
- Selling a winning Club Keno ticket of \$10,000 or more will result in a 1% selling bonus for the retailer.
- Show Me Cash jackpot tickets will provide a \$500 bonus for retailers who sell the winning ticket.



LSR Paul Talken presents Vienna Quick Spot's store manager, Megan, with a ceremonial check for the \$5,000 bonus they received after selling a Lotto jackpot ticket.

DONUT DAY

June 2, 2023

Purchase a \$5 **PICK 3** & receive a **FREE \$1 SHOW ME CASH** single ticket*

ONE DAY ONLY

*The qualifying purchase cannot include an add-on to meet the purchase amount. Free Show Me Cash 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.

Cash Pop Celebrates One-Year Anniversary

It's been a little more than a year since the "pick one" game launched, and Cash Pop is still poppin'! Here are some highlights from the game's first year:

- More than \$14.4 million in Cash Pop tickets have been sold.
- Retailers have earned more than \$720,000 in commissions.
- The average price per ticket is \$5.73.
- Players have won more than \$9.9 million in prizes.
- The Matinee and Prime Time drawings have the most players.
- The Night Owl drawings have the highest average price per ticket.
- Friday is the most popular day to play.
- More than 99.6% of prizes are paid at retail – which puts money back into your customers' hands.
- The game averages more than 1,000 winners each and every day.

Cash Pop Draw Times & Names

8 A.M.	EARLY BIRD
11 A.M.	LATE MORNING
3 P.M.	MATINEE
7 P.M.	PRIME TIME
11 P.M.	NIGHT OWL



Monthly Proceeds Update

The May transfer of more than \$26 million was based on sales in April, bringing the total profits transferred in FY23 so far to more than \$357.5 million.

**MAKING A DIFFERENCE
FOR MISSOURI STUDENTS**

**\$357.5
MILLION**

PROVIDED FOR EDUCATION SINCE JULY
FY23: JULY 1, 2022 - JUNE 30, 2023

June Calendar

JUNE 1	New Rewards Available for <i>My Lottery</i> ® Players Club Members
JUNE 2	"Donut Day" One-Day Promotion
JUNE 2	Keno Bonus Hours, 4-7 p.m.
JUNE 7	"Scratch Big, Win Big" Monthly Drawing
JUNE 9	Keno Bonus Hours, 4-7 p.m.
JUNE 16	Keno Bonus Hours, 4-7 p.m.
JUNE 19	Juneteenth, Lottery Offices Closed
JUNE 21	"Truckin' in Missouri" Second-Chance Promotion Drawing #2
JUNE 22	"Lucky Stars" Second-Chance Promotion Drawing #1
JUNE 23	Keno Bonus Hours, 4-7 p.m.
JUNE 26	MO Money Monday New Ticket Delivery
JUNE 30	Keno Bonus Hours, 4-7 p.m.
Next MO Money Monday: July 31, 2023	

CLUB Keno **BONUS HOURS PROMOTION**

JUNE 2, 9, 16, 23 & 30, 2023 • 4-7 P.M.

INCREASED PRIZES! **4-7 P.M.** **EVERY FRIDAY IN JUNE!**

INCREASED KENO PRIZES ON FRIDAYS!
Purchase a 10-draw (multi-draw) Keno single ticket, and win more each time you win!

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

Larger Prizes Won During Keno Bonus Hours

Keno Bonus Hours are back every Friday in June from 4-7 p.m. The quarterly promotion last ran in March, and we heard great feedback about players who won bigger prizes by taking advantage of the promotional hours.

- A player at Brennan's Bar & Grill in Florissant saw their \$3,693 prize turn into \$5,443.
- A customer at Lulu's Bar, Grill & Wraps in St. Peters walked away with a \$5,295 win on what would have ordinarily been a \$3,545 prize.



What big winners will June's Keno Bonus Hours bring? One of your customers could be next!

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)

