



RETAILER CONNECTION

October
2023



\$5
Holiday Riches
\$100,000 top prize



\$10
Season's Greetings
\$200,000 top prize



\$3
Stocking Stuffer
\$50,000 top prize



\$2
'Tis The Season
\$25,000 top prize



\$1
Happy Pawldays
\$1,000 top prize

Holiday Games: New Ticket Delivery

Holiday Scratchers are coming your way! Your customers will be looking for these five holiday-themed tickets, beginning Oct. 16.

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

'ANCHORS AWAY' HOLIDAY PROMOTION DELIVERING CRUISES OF A LIFETIME

Starting Oct. 16, Missouri Lottery players everywhere have the chance to win a cruise of a lifetime when they play and enter \$10 worth of holiday Scratchers or eligible Draw Games tickets into the "Anchors Away" holiday promotion. The following prizes will be awarded on all three drawing dates:



"SHIP TO SHORE & MORE"

Extravagant, customized and taxes-paid waterway adventure of the winners' choice: Tahitian Cruise; Alaskan Cruise; Mississippi River Cruise
(1 winner per drawing, 3 total)

"COASTAL ESCAPES"

Personalized taxes-paid trip to the winners' choice of: Bahamas; Portland, Maine; Branson, Missouri
(2 winners per drawing, 6 total)

"SPLASH FOR CASH"

\$1,000 cash, taxes-paid
(10 winners per drawing, 30 total)

Each week during the promotion, 50 winners will also be drawn to receive their choice of a travel-themed merchandise prize item in "**Merry Merchandise**" drawings.


Hundreds of retailers will win, too! While your customers enter eligible tickets into their *My Lottery*® Players Club accounts for a chance to win unforgettable trips on the water, you'll earn entries for prizes based on the tickets sold at your location. Here's how:

DOLLAR SALES INCREASE

The top two retailers on each route with the highest increase in combined total dollar amount of Scratchers and Draw Games sales over their 13-week base average during the promotion will receive a travel-themed "**Merry Merchandise**" item of their choice.

PERCENTAGE SALES INCREASE

The top 10 retailers on each route with the greatest percentage increase in combined total Scratchers and Draw Games sales over their 13-week base average during the promotion will receive a Lottery-themed merchandise prize.



Why are holiday-themed Scratchers games launched in mid-October? The answer is because it benefits players and retailers alike. Introducing holiday tickets as the season ramps up allows more time for customers to buy the games and for retailers to earn commissions on those sales before the games are replaced at the end of December.

Celebrations Continue for Sales Achievement Clubs

Here are just a few more of the 243 retailers who sold \$1 million or more in Lottery tickets in 2022. Congratulations to the following Million Dollar Club retailers:



Retailer	Contribution to Education
Break Time 3072, Owensville	\$260,540
7-Eleven 27838C, St. Louis	\$439,592
Hy-Vee 1542, Raytown	\$368,365
Price Chopper 900, Parkville	\$266,554



Break Time 3072



7-Eleven 27838C



Hy-Vee 1542



Price Chopper 900

Are You Ready for a Busy Selling Season?

Check Your Scratchers Shipments!

Scratchers ticket orders are bigger leading into the holidays, so it's more important than ever that you confirm your shipment as soon as you get it. Make sure you receive the proper number of tickets and let us know within 24 hours if your order is off.

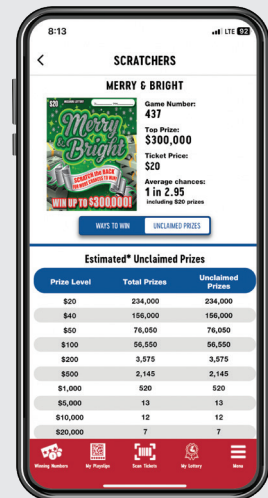


Don't forget to train your staff to properly document large volume Scratchers sales.

Help Players Pick the Perfect Scratchers!

Using the official Missouri Lottery app, your customers can check out the details that matter most to them when buying Scratchers games.

- Sort by price point
- See unclaimed prizes by prize level for each game
- View chances of winning
- Access how-to-play instructions



Require Payment Up Front

Always get payment before you give any Lottery ticket to a customer.

If a customer wants to buy a large quantity of Draw Games tickets, run a few tickets at a time and ask for payment throughout. If they leave the store before paying – even with a promise to be right back – cancel the tickets right away.

Report Stolen Scratchers at Once!

If a theft does happen to occur, call the Lottery immediately at 1-866-665-6883, option 5. Give us your Retailer ID number, along with the game number, pack number and ticket numbers affected. You should also immediately notify local law enforcement.

Steps to take can also be found through your terminal's **HELP** button.



Promote Jackpots to Increase Sales

Are you making the most of big jackpot runs? It's free – and easy! – to communicate jackpot amounts to your customers using tools already at your fingertips.

- **Jackpot Flyers** – These flyers are always up to date and printable from the Retailer Portal website, as well as MOlottery.com. Hang them at your business to remind customers of available jackpots and drawing dates, or post them with your own message on your social media pages.
- **Missouri Lottery Social Media Posts** – Or, if you prefer, simply share one of our posts! They're ready made and waiting to be shared!



Monthly Proceeds Provided to Education

The September transfer of Lottery proceeds to education was approximately \$31.1 million. Based on ticket sales in August, this brings total Lottery profits transferred in FY24 to more than \$100.8 million, so far.



October Calendar

- OCT. 1** New Rewards Available for *My Lottery*® Members
- OCT. 3** "Scratch Big, Win Big" Monthly Drawing
- OCT. 9** Federal Holiday; All Missouri Offices Closed
- OCT. 16** New Scratchers Ticket Delivery
- OCT. 16** "Anchors Away" Holiday Promotion Begins
- OCT. 18** "Missouri Day" One-Day Promotion
- OCT. 24** "Living Lucky with Luke Combs" Second and Final Promotional Drawing

Next MO Money Monday: Nov. 27, 2023

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)

