



RETAILER CONNECTION

January
2024



Top Sellers of 2023 Announced Soon

It's almost time to announce top-selling Missouri Lottery retailers who have gained (or retained) membership in the Million Dollar Club and/or Keno Crown Club, based on 2023 sales. Stay tuned.

MO Money Monday

Three new Scratchers make their way to retail on Monday, Jan. 29, including our newest \$30 ticket.

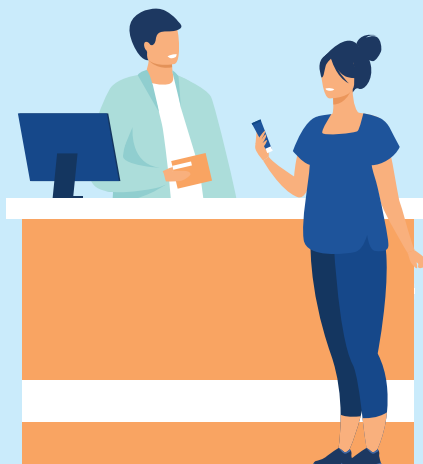
- New games sell up to 20-30% faster than older games.
- Earn a \$25 bonus when you **confirm/activate** each pack of new tickets AND **validate/cash a ticket** from each new game by midnight the day after delivery.

Increase Sales with One-on-One Reviews

We're here to help! Armed with end-of-the-quarter and end-of-the-year insights specific to your business, your Lottery Sales Rep (LSR) has solutions designed to help you boost Lottery sales.

Review sales trends, commissions and incentives – along with LSR recommendations – to create an even better winning formula for your location(s).

Contact your LSR for more information.



DOUBLE PLAY MONDAYS

Mark your calendars. Every Monday in January will have a one-day promotion allowing Powerball players to try the Double Play add-on feature for FREE when they make a qualifying \$10 single-ticket Powerball purchase.

A FREE \$3 Powerball Double Play ticket will automatically print for each qualifying \$10 purchase. A message will also display at the bottom of each qualifying ticket, alerting both your staff and your customer that a free promotional ticket follows.

*Qualifying purchase cannot include an add-on or be purchased with a coupon. Free tickets will not print during the draw breaks and are NOT eligible for entry into the My Lottery® Players Club.

Purchase a \$10
POWERBALL
single ticket*

and receive a
FREE \$3

POWERBALL
DOUBLE PLAY



If the Powerball jackpot is hit in January, both the “Double Play Monday” and “Powerball Jackpot Reset” promotions will run simultaneously.

- Players who purchase a \$6-\$9 Powerball ticket will qualify for “Jackpot Reset”
- Players who purchase a \$10+ Powerball ticket will qualify for “Double Play Monday”

SCRATCH BIG, WIN BIG!

MONTHLY DRAWINGS

With the launch of a new \$30 Scratchers game this month, the following tickets are now eligible for monthly "Scratch Big, Win Big" drawings.

- "500X" (\$50, Game 421)
- "Millionaire Blowout" (\$50, Game 367)
- "300X" (\$30, Game 453)
- "\$3,000,000 Spectacular" (\$30, Game 410)
- "Millionaire Bucks" (\$30, Game 377)
- "Big Riches" (\$30, Game 375)

The ongoing promotion awards \$500 prizes to 10 players each month.

Players receive automatic entry into the next "Scratch Big, Win Big" drawing whenever they enter an active \$30 or \$50 Scratchers ticket into their *My Lottery*® Players Club account.

- Each \$30 ticket earns three drawing entries
- Each \$50 ticket earns five drawing entries

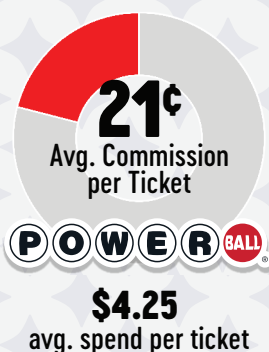
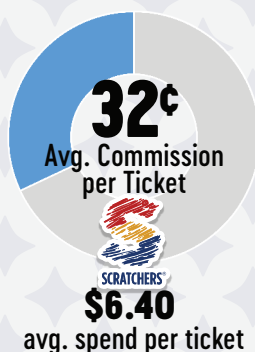
The Scoop on Retailer Commissions

The profit per Lottery ticket may be higher than you realize.

With more and more players enjoying the \$20, \$30 and \$50 Scratchers games, retailers are earning higher commissions per ticket sold. In fact, with those higher price points, you earn higher commissions while handling fewer tickets.

Here's a look at average customer spends per ticket for all Missouri Lottery games, along with the commission earned by retailers for those sales.

Sales on the top three Scratchers price points provide 46.9% of sales, but require just 10.4% of the time and effort to sell.





Security Snippet: Lock Your Terminals

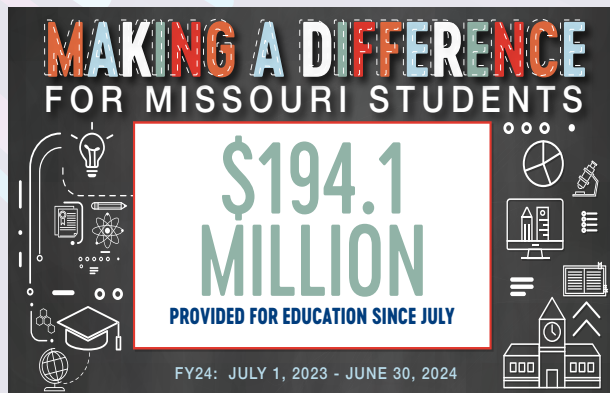
Three words could potentially save you from theft at the counter: **Lock your terminals.**

If staff has to step away from the Lottery selling terminal, even for just a moment, they should lock the machine to prevent anyone from reaching around and accessing it.



Monthly Proceeds Provided to Education

The December transfer of Lottery proceeds to education was approximately \$28.7 million. Based on ticket sales in November, this brings total Lottery profits transferred so far in FY24 to more than \$194.1 million.



Snow Disrupting Your Satellite Signal?

Call IGT at
1-800-729-4832

January Calendar

JAN. 1	New Year's Day; Missouri Lottery offices closed
JAN. 1	New Rewards Available for <i>My Lottery</i> ® Members
JAN. 1	"Double Play Monday" One-Day Promotion
JAN. 3	"Scratch Big, Win Big" Monthly Drawing
JAN. 8	"Double Play Monday" One-Day Promotion
JAN. 11	"Anchors Away" Holiday Promotion, Draw #3
JAN. 15	Martin Luther King Jr. Day; Missouri Lottery offices closed
JAN. 15	"Double Play Monday" One-Day Promotion
JAN. 17	Monthly drawings in Points for Drawings™
JAN. 22	"Double Play Monday" One-Day Promotion
JAN. 29	"Double Play Monday" One-Day Promotion
JAN. 29	MO Money Monday New Ticket Delivery
Next MO Money Monday New Ticket Delivery: Feb. 26, 2024	

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)



MO Lottery



Missouri Lottery