



RETAILER CONNECTION

June
2024



\$5
Big Money
\$100,000 top prize



\$2
Triple 333
\$33.333 top prize



\$10
\$50 & \$100 Explosion
Loaded with \$50 & \$100 prizes



Three new Scratchers games are set for release on MO Money Monday, June 24.

- 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.

CHOOSE YOUR **Dream ADVENTURE** — SUMMER PROMOTION —



May 13 – August 17, 2024

Remember, the more your customers play Scratchers and Draw Games during the “Choose Your Dream Adventure” summer promotion, the more chances you have to win in one of our sales contests.

- **Dollar Sales Increase**
for top two retailers on each route
- **Percentage Sales Increase**
for top 10 retailers on each route

Your LSR has all the details.

Jackpot Resets Offer ‘Buy Three, Get One Free’

Every time a Powerball or Mega Millions jackpot is won, Missouri players receive a special promotional offer for seven days – regardless of where the jackpot is hit.

It’s easy for your clerks and it’s easy for customers, too. Whenever the promotions are active, they’ll automatically appear under the “Today’s Promotion!” button on Lottery terminals and vending machines.



POWERBALL
JACKPOT RESET PROMOTION

WHEN THE JACKPOT GETS HIT:
Buy 3 Powerball plays
(current draw)
Get a **FREE** Powerball ticket
(\$2 value)

Purchases must be three plays for the current draw on a single ticket. Coupons cannot be used for qualifying purchase. See MOLottery.com for details.

MOLottery
PLAY RESPONSIBLY

MEGA MILLIONS
JACKPOT RESET PROMOTION

WHEN THE JACKPOT GETS HIT:
Buy 3 Mega Millions plays
(current draw)
Get a **FREE** Mega Millions ticket
(\$2 value)

Purchases must be three plays for the current draw on a single ticket. Coupons cannot be used for qualifying purchase. See MOLottery.com for details.

MOLottery
PLAY RESPONSIBLY

On-Site Events Celebrate Top Keno Sellers

The following retailers were recognized with onsite events and promotions as a result of their Club Keno sales last year. Together, Keno sales last year at these locations alone provided more than \$520,000 to public education!



Retailer	Address	Contribution to Education
Buckets Bar & Grill	1331 S.W. Highway 40, Blue Springs	\$68,713
Dylan's Sports Bar & Grill	675 Jeffco Blvd., Arnold	\$106,379
The Hideaway Bar & Grill	68 S.E. 180 Road, Warrensburg	\$77,850
Sterling Bowl	11216 E. Highway 24, Sugar Creek	\$75,951
Trueman's Place	2097 Bentley Plaza, Fenton	\$83,526
Walsh's Corner Cocktails	304 W. 85th St., Kansas City	\$109,484



Buckets Bar & Grill



Dylan's Sports Bar & Grill



The Hideaway Bar & Grill



Sterling Bowl



Trueman's Place



Walsh's Corner Cocktails

Club Keno
BONUS HOURS
PROMOTION
JUNE 7, 14, 21 & 28, 2024

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

Keno Bonus Hours: Good for Business

Keno Bonus Hours are back – offering increased Keno prizes from 4 to 7 p.m. every Friday in June. It’s great for players, but the promotion is also an important tool that can drive sales for your business.

Here’s what we learned when we compared sales a year ago to sales from the last quarterly Keno Bonus Hours:

- Hourly sales increased 5.8%
- Average sales amount increased 8.1%
- Average Friday promo count increased 137.1%

Are You Leaving Money on the Table?

As a Missouri Lottery retailer, you receive a 2% cashing bonus on each and every prize you cash – from \$1 wins all the way up to \$600 prizes.

Need another reason? Lottery players take notice of retailers who routinely cash winning tickets, and they tend to frequent specific locations for that very reason.

2%
CASHING
BONUS

National
Donut Day

June 7, 2024

Purchase a \$5

PICK 3

single ticket*

&

receive a

FREE
CASH
POP

(\$1 value)

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.



Monthly Proceeds Provided to Education

The May transfer of Lottery proceeds to education was approximately \$31.2 million. Based on ticket sales in April, this brings total Lottery profits transferred so far in FY24 to more than \$358.2 million.

MAKING A DIFFERENCE
FOR MISSOURI STUDENTS

\$358.2
MILLION

PROVIDED FOR EDUCATION SINCE JULY

FY24: JULY 1, 2023 - JUNE 30, 2024

June Calendar

JUNE 1	New Rewards Available for <i>My Lottery</i> ® Members
JUNE 4	"Scratch Big, Win Big" Monthly Drawing
JUNE 7	"Donut Day" One-Day Promotion
JUNE 7	"Keno Bonus Hours," 4-7 p.m.
JUNE 12	Monthly Drawings in Points for Drawings™
JUNE 14	Monthly Transfer of Lottery Proceeds to Education
JUNE 14	"Keno Bonus Hours," 4-7 p.m.
JUNE 19	Juneteenth, All Lottery Offices Closed
JUNE 20	"Choose Your Dream Adventure" Summer Promotion - Drawing #1
JUNE 21	"Keno Bonus Hours," 4-7 p.m.
JUNE 24	MO Money Monday
JUNE 28	"Keno Bonus Hours," 4-7 p.m.

Next MO Money Monday: July 29, 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 Official



MO Lottery Official



Missouri Lottery