



RETAILER CONNECTION

July
2025



\$10

Gold Rush
\$1 million top prize



6 49148 00511 1

\$2

Win It All
\$25,000 top prize



6 49148 00521 0

\$5

Fat Wallet
\$100,000 top prize



6 49148 00517 3

Increase Scratchers sales by displaying new tickets right away!

MONEY MONDAY

Are You Missing Out on Bonuses?

What if we told you your business could earn a \$25 bonus each and every month simply by selling the newest Scratchers games?

Each MO Money Monday or statewide new games release date offers the opportunity for a bonus. Just confirm/activate a pack from each of the new tickets AND validate/cash a ticket from each new game by midnight the day after delivery to earn your \$25 incentive.



MO
MONEY MONDAY
THE LAST MONDAY OF EVERY MONTH

The Real Value of Point-of-Sale Materials

From flyers and posters to play center inserts and the occasional standee, Missouri Lottery point-of-sale (POS) materials are designed to help you increase sales. Attractive POS pieces can do everything from providing quick reminders about Lottery games to offering more detailed information about second-chance drawings.

Appropriate placement of POS allows you to:

- Encourage last-minute Lottery additions to your customers' purchases
- Promote Lottery sales by tying in specific games and promotional offers
- Build brand awareness for future Lottery purchases
- "Swing the door"
 - Motivate players to come in another day for another chance at a promotion
 - Entice customers to come into the store because they see signage from outside.



Keno Crown Club Retailers

The following retailers recently celebrated their membership in the Keno Crown Club after selling \$250,000 or more in Club Keno tickets in 2024. Congratulations go out to:



| Retailer | Address | Contribution to Education |
|----------------------|------------------------------------|---------------------------|
| VFW Post 3994 | 10815 Midland Blvd., St. Louis | \$68,542 |
| Players Restaurant | 627 E. Russell Ave., Warrensburg | \$103,700 |
| Spanky's Bar & Grill | 5230 Blue Ridge Blvd., Raytown | \$67,858 |
| Pirate's Cove | 10731 Margatehall Drive, Bridgeton | \$71,139 |



VFW Post 3994



Players Restaurant



Spanky's Bar & Grill



Pirate's Cove

Did you know?

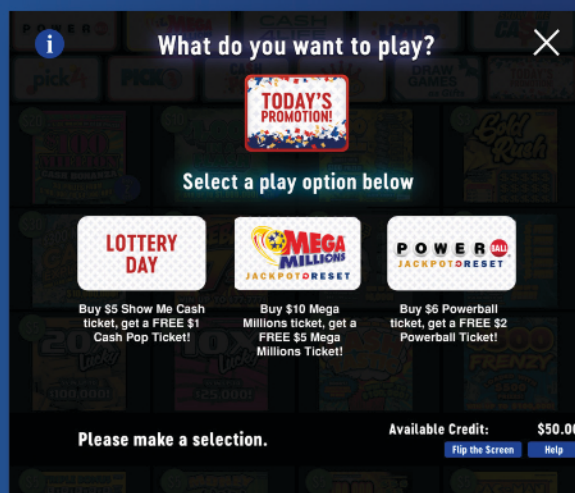
All retailers earn a 1% bonus for selling a winning Club Keno ticket of \$10,000 or more!

One-Day Promos Can Increase Your Sales

The Lottery routinely rewards our players by offering statewide "Buy X, Get Y" promotions at retail. These one-day promotions usually support sales around a particular theme – like the upcoming National Lottery Day – or the launch of a new product or game feature.

Not only do these one-day promotions allow players to try new Draw Games or sample games they might not normally play, they can also generate higher sales for you.

The "Today's Promo" button on your terminal and/or vending machine shows any current retail promotion available – making it quick and easy for your customers to make a qualifying purchase.



It's National Lottery Day!

July 17, 2025

Purchase a \$5

SHOW ME CASH

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. 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 June transfer of Lottery proceeds to education was approximately \$26.6 million. Based on ticket sales in May, that brings the total profits transferred in FY25 to more than \$333.4 million.



July Calendar

| | |
|---------|--|
| JULY 1 | New Rewards Available for <i>My Lottery</i> ® Members |
| JULY 4 | Independence Day Federal Holiday |
| JULY 8 | "Scratch Big, Win Big" Monthly Drawing |
| JULY 16 | Monthly Drawings in Points for Drawings™ |
| JULY 17 | "National Lottery Day" One-Day Promotion |
| JULY 24 | "Hooked on Adventure" Second-Chance Promo Draw Date #2 |
| JULY 28 | MO Money Monday New Ticket Delivery |

Next MO Money Monday Delivery:
Aug. 25, 2025

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



MO Lottery Official



Missouri Lottery