



# RETAILER CONNECTION

June  
2025



**\$20**  
\$2,000,000\*  
Platinum Payout  
\$2 million top prize



6 49148 00532 6

**\$1**  
Fast \$50s  
\$2,500 top prize



6 49148 00518 0

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



6 49148 00509 8

## MO Money Monday

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



Customers love new games! Display new tickets right away for increased sales!

## Retailer Bonuses

In addition to earning 5 cents for every \$1 sold in Lottery tickets and a 2% bonus for cashing winning tickets up to \$600, Missouri Lottery retailers also receive bonuses for selling big winning Draw Games tickets:

Selling Bonus	Type of Winner
\$50,000	For selling a jackpot-winning Powerball or Mega Millions ticket
\$5,000	For selling a jackpot-winning Lotto ticket
\$1,000	For selling a Powerball or Mega Millions ticket that matches all five white-ball numbers drawn
\$1,000	For selling a Cash4Life ticket that wins the \$1,000-a-day-for-life prize
\$1,000	For selling a Cash4Life ticket that wins the \$1,000-a-week-for-life prize
\$500	For selling a jackpot-winning Show Me Cash ticket
1%	For selling a winning Club Keno ticket of \$10,000 or more

## How Can We Help Train Your Team?

Need help training your team on selling Lottery? As your partner, we're here to help. We can provide customizable training options to get your staff up and selling. From refreshers to new employees or new equipment, we've got you covered:

- Formal or informal
- Tailored to the retailer
- Fun and interactive

We encourage each of you to visit with your sales reps about these free opportunities.



**INCREASED PRIZES!**

**4-7 P.M.**

**EVERY FRIDAY IN JUNE!**

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



# Increase Your Social Media Reach

Did you know you can tap into a larger audience by tagging the Missouri Lottery in your Lottery-related Facebook and Instagram posts?

Tag us in posts about:

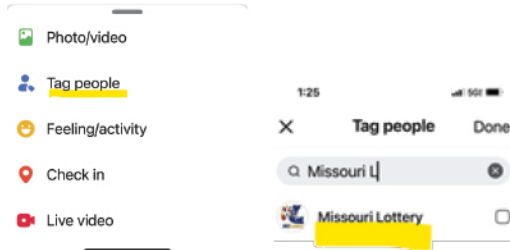
- Lottery promotions and events
- Big winning tickets sold at your store
- Your store's contribution to education

Here's how:



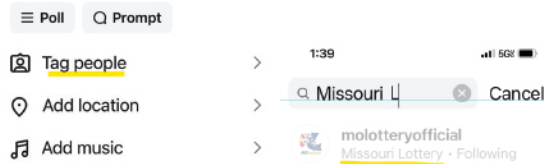
## Facebook

As you create your post, select "Tag people" and follow the prompts to select **Missouri Lottery**.



## Instagram

Add your pic and text, then select "Tag people." Follow prompts to tag Missouri Lottery **@molotteryofficial**



## Reminders:

- You can also share the Missouri Lottery's posts directly from your own Facebook or Instagram page. Just click the "share" button and add your own note, if you'd like.
- Lottery tickets are only for those 18+. Please do not tag the Missouri Lottery in photos or videos that include alcohol.

## Keno Crown Club

Celebrations have begun for retailers who sold \$250,000 or more in Club Keno tickets in 2024.



Buffalo Wild Wings Grill & Bar  
15425 Manchester Road, Ballwin



VFW 6274  
115 Mimosa Lane, Ballwin



## Check Terminal Messages Daily

Get important Lottery information by checking your terminal messages every day. These communications will:

- Let you know when to pull Scratchers games
- Display big winner messages
- Keep you aware of other vital Lottery information



# DONUT DAY

June 6, 2025

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.

## June Calendar

JUNE 1	New Rewards Available for My Lottery® Members
JUNE 3	"Scratch Big, Win Big" Monthly Drawing
JUNE 6	"Donut Day" One-Day Promotion
JUNE 17	"Hooked on Adventure" Second-Chance Promo Draw Date #1
JUNE 18	Monthly Drawings in Points for Drawings™
JUNE 19	Juneteenth Federal Holiday
JUNE 30	MO Money Monday New Ticket Delivery

Next MO Money Monday Delivery:  
July 28, 2025

## Monthly Proceeds Provided to Education

The May transfer of Lottery proceeds to education was approximately \$26.2 million. Based on ticket sales in April, that brings the total profits transferred so far in FY25 to \$306.8 million.

## MAKING A DIFFERENCE

FOR MISSOURI STUDENTS  
FY25: JULY 1, 2024 - JUNE 30, 2025

# \$306.8 MILLION

PROVIDED FOR EDUCATION SINCE JULY

RETAILER HOTLINE 1-866-665-6883    RETAILER PORTAL [retailer.molottery.com](http://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