



November 2016

Round★Up

SCRATCH TICKET FOCUS

\$250,000 TOP PRIZE!
4 GAMES FOR \$10!
52 CHANCES TO WIN!



DRAW TICKET FOCUS

Remind Your Players About Our
How to Play Videos!



Videos can be found at txlottery.org (choose the game and then navigate to the **How to Play** page) and on the Texas Lottery  page!



COMING SOON!

Powerball®, Mega Millions® and Cash Five®

RETAIL POS EXECUTION



Mon & Thurs	Tues & Fri	Wed & Sat	Wed & Sat	Mon - Sat	Mon - Sat	Monday - Saturday		
Draw Break Starts 10:02 PM	Draw Break Starts 9:45 PM	Draw Break Starts 9:00 PM	Draw Break Starts 10:02 PM	Draw Break Starts 10:02 PM	Draw Break Starts 10:02 PM	Draw Breaks Start M - 9:50 AM D - 12:17 PM E - 5:50 PM N - 10:02 PM		
Draw Time 10:12 PM	Draw Time 10:12 PM	Draw Time 10:12 PM	Draw Time 10:12 PM	Draw Time 10:12 PM	Draw Time 10:12 PM	Draw Times M - 10:00 AM D - 12:27 PM E - 6:00 PM N - 10:12 PM		
M - Morning, D - Day, E - Evening, N - Night. Texas Lottery Game Drawings are not held on Sundays. Times listed are Central Time. Draw times listed are when drawings are broadcast in Texas.								

NOVEMBER 2016 - NEW SCRATCH TICKETS START						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

RETAILER CASH INCENTIVE PROGRAM (RCIP)



SUPPORTING TEXAS EDUCATION AND VETERANS

YOU COULD WIN UP TO \$50,000

RETAILER CASH INCENTIVE PROGRAM #21
AUGUST 21 – NOVEMBER 19, 2016
2 WAYS TO CASH IN! Base Program + Drawing

- Earn up to \$30* for reaching your **Minimum Sales Goal (MSG)**** plus an additional \$75* for each additional \$1,000 in sales*** over your goal.
- **Eligibility Period (EP)**
Aug. 23, 2015 – Nov. 21, 2015
 For retailers with sales all 13 weeks of the EP, your **Minimum Sales Goal** is your weekly sales*** average during the EP x 13 weeks + 4.4% + \$500. **MSG = ((EP Savg x 13) + 4.4%) + \$500.**
- **Alternate Eligibility Period (AEP)**
Mar. 6, 2015 – June 4, 2016
 For retailers who do not have sales all 13 weeks of the EP, you must have sales all 13 weeks in the AEP. If you have less than 13 weeks of sales during the AEP, you will not be included in this program. Your **Minimum Sales Goal** is your weekly sales*** average during the AEP (adjusted for seasonality) x 13 weeks + 4.4% + \$500. **MSG = ((AEP Savg (adj) x 13) + 4.4%) + \$500.**

*If total retailer incentive payments exceed the allocated program budget, all payments will be reduced by an equal percentage in order to not exceed total program budget. Drawing entries and drawing prizes will not be reduced.

**Minimum Sales Goal for eligible retailers will never be less than \$1,000.

***Incentive plans do not include Mega Millions®, Megaplier®, Powerball® or Super Power®.

Bonus Drawing Entries

Earn extra drawing entries when you sell Lone Star Lineup™ (LSL). Reach your Minimum Sales Goal and earn one bonus drawing entry for every 10 LSL wagers you sell during the program.

# of Prizes	Prize Amount	Total
2	\$50,000	\$100,000
5	\$10,000	\$50,000
20	\$5,000	\$100,000
100	\$2,500	\$250,000
30	\$1,000	\$30,000
100	\$500	\$50,000
307	\$500,000	

OVER \$108.3 MILLION

PAID TO RETAILERS IN FIRST 20 PROGRAMS!

#21 ENDS SATURDAY, NOV. 19

DON'T MISS YOUR CHANCE TO WIN \$50,000!

- 307 DRAWING PRIZES OF \$500 TO \$50,000
- CHECK WEEKLY TERMINAL REPORT FOR YOUR STATUS
- ACCOUNT FOR SCRATCH TICKET RETURNS
- REACH YOUR MINIMUM SALES GOAL AND EARN AN EXTRA DRAWING ENTRY FOR EVERY 10 LONE STAR LINEUP™ WAGERS

This information provides retailers key elements of the RCIP. It is not a comprehensive description of the entire program. For complete program details, refer to the program flyer, talk to your lottery sales rep, call the Texas Lottery M-F 7 a.m. – 5:30 p.m. at 800-375-6886 or visit txlottery.org/Retailers.

RETAILER BONUSES

Game	Retailer	Location	Bonus
 Diamond Dollars #1593	All Seasons Convenience Store	Houston	\$10,000
\$2 Set For Life #1692	Mr. Nava's Station	Escobares	\$10,000
HIT \$1,000,000 #1740	7-Eleven Convenience Store #39265	Dallas	\$10,000
\$2 Set For Life #1692	Metro Food Mart	Arlington	\$10,000
100X The Cash #1753	3-Way Corner Store	San Antonio	\$10,000
\$5 Set For Life #1794	Mini Mart #4	Center Point	\$10,000

Draw Date	Retailer	Location	Bonus
7/6/16	Food Mart	Weatherford	\$60,000

Draw Date	Retailer	Location	Bonus
7/14/16	Valero Corner Store #1445	Austin	\$2,750
6/20/16	Food Fast #1072	Longview	\$750
7/4/16	Fuel Expo Super Market	Houston	\$3,750

RETAILER SURVEY

Retailer Number:	Position of Person Completing Survey:	<input type="checkbox"/> Owner	<input type="checkbox"/> Manager	<input type="checkbox"/> Employee
	Shift When Survey Completed:	<input type="checkbox"/> Day	<input type="checkbox"/> Evening	<input type="checkbox"/> Overnight

Please answer the following questions about the new Lone Star Lineup™ draw game package that includes All or Nothing™, Texas Triple Chance™, Cash Five®, Pick 3™ and Daily 4™, \$6 value for \$5.

1. Are you and your staff able to explain this new draw game package to your customers?
 Yes ___ No ___ Not sure ___
2. Do your customers like this new draw game package? Yes ___ No ___ Not sure ___
3. Has the package encouraged your customers to play draw games more often? Yes ___ No ___ Not sure ___

Please return by December 31, 2016. Thank you.

Please send survey to: David Wilkinson, Research Coordinator • Texas Lottery Commission • P.O. Box 16630 • Austin, Texas 78761-6630 • FAX: 512-344-5254

PLAY RESPONSIBLY.



SUPPORTING TEXAS EDUCATION AND VETERANS

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