



July 2019

Round★Up

SCRATCH TICKET FOCUS

LOTERIA GAMES BOOST SALES!

\$10 Mega Loteria was the bestselling scratch ticket game for 2018!

Loteria games deliver strong sales across all four price points.

Group Loteria games together in your dispensers for maximum sales impact.

Double face the Loteria games that sell best in your store.



DRAW GAME FOCUS

ENCOURAGE PLAYERS TO ADD

FIREBALL

TO THEIR PICK 3™ & DAILY 4™ PLAYS!

Increase your sales and give your players more chances to win!

PLAY
WITH
FIRE



Remind players to check their tickets using the Check-a-Ticket, the Gemini self-service terminal, the Texas Lottery® App or at txlottery.org.

RETAIL POS EXECUTION



REMINDER: All retailers are encouraged to have at least one veterans game displayed at all times.

Place TRY ME! stickers at the top of Instant Millionaire and \$200 Million Cash Explosion bins.



TEXAS Two Step
TEXAS LOTTERY

MON & THURS

DRAW BREAK STARTS
10:02 PM

DRAW TIME
10:12 PM

TEXAS LOTTERY MEGA MILLIONS
MEGAPLUS

TUES & FRI

DRAW BREAK STARTS
9:45 PM

DRAW TIME
10:12 PM

POWERBALL TEXAS LOTTERY
LOTTO Extra

WED & SAT

DRAW BREAKS START

POWERBALL® 9:00 PM	LOTTO TEXAS® 10:02 PM
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DRAW TIME
10:12 PM

Cash Five
TEXAS LOTTERY

MON - SAT

DRAW BREAK STARTS
10:02 PM

DRAW TIME
10:12 PM

PICK 3 TEXAS LOTTERY
FIREBALL

DAILY 4 TEXAS LOTTERY
FIREBALL

ALL or nothing TEXAS LOTTERY

MON - SAT

DRAW BREAKS START

9:50 AM	5:50 PM
12:17 PM	10:02 PM

DRAW TIMES

10:00 AM	6:00 PM
12:27 PM	10:12 PM

JULY 2019 - 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	31			

Texas Lottery game drawings are not held on Sundays. Times listed are Central Time. Draw times listed are when drawings are broadcast in Texas.

RETAILER CASH INCENTIVE PROGRAM (RCIP)

Meeting Your Minimum Sales Goal

Date: ___/___/___

Buy # _____ Name _____

Weekly Sales Average (EP or AEP)** (used to set Minimum Sales Goal)

Minimum Sales Goal _____

RETAILER CASH INCENTIVE PROGRAM #29
MAY 5 - AUGUST 3, 2019

How to Track Your Progress

- Terminal: Select REPORTS from Retailer Promote then Primary
- Use the Lottery Sales Report at txlottery.com or call 800-375-6886.
- Ask your Lottery sales representative (SLR).

Incentive Sales Include

- Games Tracked with Express**
- Texas Two Step**
- Daily 4** plus FREEBALL
- Pick 3** plus FREEBALL
- All Scratch Tickets
- All or Nothing**
- Cash Five**
- Lone Star Lineup**
- All Scratch Tickets

Who is Not Eligible

- Dealers who started selling after Nov. 24, 2018.
- Retailers who did not have sales within all 13 weeks May 6 - Aug. 4, 2019 OR all 13 weeks Nov. 16, 2018 - Feb. 16, 2019.
- Retailers who are not active as of Aug. 3, 2019.
- If the Texas Lottery identifies irregularities in pack settlements or returns, a retailer may be disqualified from retailer incentive and promotions.

Program Budget Limitation***

The Texas Lottery has a limited budget for retailer incentive payments in this program of \$6,500,000 (plus \$1,000,000 for drawing costs). If the total payments exceed \$6,500,000, all payments will be reduced by an equal percentage for all retailers. If the total payments exceed \$6,500,000, all payments will be reduced by an equal percentage for all retailers in order to not exceed the allocated program budget. Drawing prizes and credits are not affected by the program budget limitation.

Eligible retailers will be notified of final payment amount via letter, terminal report and LP report prior to the next drawing, normally 2-3 weeks. Retailer Incentive EFT will occur on a different date usually a Friday from regular lottery bank deposit (usually on the 15th).

Meeting Your Minimum Sales Goal

Ret #	Name
Weekly Sales Average (EP or AEP)** (used to set Minimum Sales Goal)	
Minimum Sales Goal	

For RCIP #29, if ((this number X 13) + 10.3%) + \$500 equals less than \$58,500, your Minimum Sales Goal is automatically set at \$58,500. To meet your goal you would need to average \$4,500 a week in sales, excluding **Mega Millions®** and **Powerball®**.

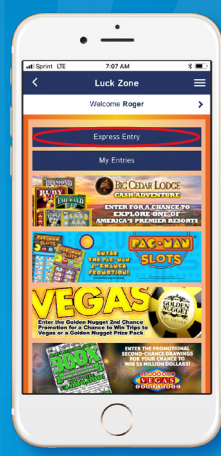
This information provides retailers key elements of the RCIP. It is not a comprehensive description of the entire program. For complete program details, refer to the program flyer, talk to your lottery sales rep, call the Texas Lottery M-F 7 a.m. – 5:30 p.m. CT at 800-375-6886 or visit txlottery.org/Retailers.

TEXAS LOTTERY® APP

Did you know that players have two ways to scan their tickets into the **Luck Zone** using the convenient Texas Lottery App?

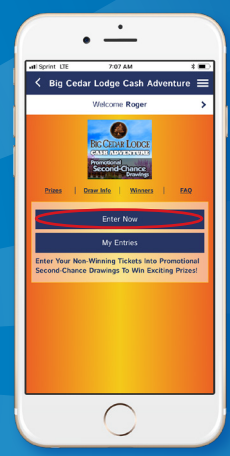
For quick and convenient access, encourage players to use the **Express Entry** to scan their eligible nonwinning tickets into the second-chance drawings.

The user selects **Express Entry** from the landing screen and can enter eligible nonwinning tickets at one time.



OR
The user selects the game from the **Luck Zone** landing screen, then selects Enter Now from the Game Detail screen.

Note: If a player tries to enter a game other than the game listed on the Game Detail Screen, an error message will be displayed.



FREQUENTLY ASKED QUESTIONS

Q. Can a Pick 3™ or Daily 4™ ticket be canceled?

A. Pick 3 and Daily 4 tickets can be canceled at the issuing terminal on the same day, within 60 minutes of printing and prior to the draw break. Pick 3 and Daily 4 tickets cannot be canceled after the draw break has occurred, when generated as part of Lone Star Lineup®, or if they were generated from a free ticket promotion. Retailer must retain canceled receipt and ticket for 30 days.

Q. What is a draw break and what time does it occur?

A. Draw break is a period of time before a drawing during which players cannot purchase tickets for the games about to be drawn. The purpose is to verify that wagering has stopped for the upcoming draw. The draw break start times are listed on the previous page. The draw break typically ends shortly after the drawing is completed.

PLAY RESPONSIBLY.



SUPPORTING TEXAS EDUCATION AND VETERANS

txlottery.org