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# RoundUp

News and Ideas for Texas Lottery Retailers

Texas State Documents  
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JUN 17 1998

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## A Million Dollar Birthday Gift

If you were one of over 10,000 active Lottery retailers on May 29, 1992, you probably never will forget the excitement of that first day of sales of the Texas Lottery. Across the state, players lined up to be among the first to purchase *Lone Star Millions*, our first scratch-off game.

On May 29, the Texas Lottery will celebrate its 6th birthday. In that time, we've learned a lot about Texas Lottery players and the games they enjoy. (236724) They've told us they want a game, similar to *Lotto Texas*, that offers a smaller top prize, better odds, and higher cash prizes for matching fewer numbers. You've probably heard some of the same comments from your customers. Those player ideas will become a reality on May 29.

The Texas Lottery is proud to announce the start of its newest game, *Texas Million*. Here's how it's played. Select four numbers from 0 to 99, or use Quick Pick to let the

computer pick those numbers. Those four numbers will print in a group at the top of your ticket. That set of numbers could win you \$1 million if all four numbers match the numbers we draw on Friday night. Then the computer will automatically give you six more sets of four numbers each. Two of those sets could win prizes of up to \$25,000 if all four in either set match the ones drawn on Friday nights. The remaining four sets could win up to \$10,000 if any of the four sets match all four numbers in the drawing. A ticket will cost \$2, and each ticket will contain seven sets of numbers. (210319)

But what about better prizes for matching fewer numbers? What if you only match two or three numbers in a set? Even those prizes will be something to shout about. A player who matches three numbers in any set on a ticket will win \$300. And even matching just two numbers in any set will win a prize of \$10.



**TEXAS  
MILLION**  
—TEXAS LOTTERY—

And talk about great odds!?! *Texas Million* odds are some of the best yet, at just 1 in 3,921,225 of winning the \$1 million top prize. Overall odds of winning any prize are just 1 in 20. With odds like that, winning is easier than ever.

As a retailer, you could win, too. If you sell a ticket that matches all four numbers in the first group to win the \$1 million top prize, you will receive a bonus of \$10,000. That

**continued, next page**

**Texas Million, continued**

bonus becomes pari-mutuel if more than ten tickets qualify for the \$1 million prize in a single drawing. (102890)

Drawings will take place on Friday nights. We've purchased new drawing machines to handle the 100 numbered balls used in the drawings. The balls will be similar to ping-pong balls, like the ones currently used in the *Pick 3* drawings, and the drawing machines will mix the balls by air pressure. (115697)

We'll be supporting the game with how-to-play brochures, extensive point-of-sale, and with a televi-

sion and radio advertising campaign.

This new game should draw new customers to your store. That means higher sales for you and higher commissions. And don't forget that chance to win the \$10,000 bonus if you sell a ticket that wins the top prize. While we can't promise you the kinds of lines that formed on our first day of sales, we're sure you'll quickly see the potential of this new and exciting game.

So let's review. Players get seven sets of numbers on one ticket. All those chances to win cost just \$2 per ticket. They can win up to \$1 million, which could earn you a

\$10,000 bonus. The odds are great, at just 1 in 20 to win any prize. More customers, higher sales, higher commissions, a chance to win a \$10,000 bonus. With so many chances to win, this could be just the game you've been looking for.

Drawings will be held Friday nights at 9:59 Central time beginning May 29. Tickets go on sale May 18. For more information, talk to your sales representative. He or she can provide you with all the materials necessary to make this game a hit in your store.



**Yes, Virginia, there are winners!**

You've heard it. We've heard it. "There aren't any winners in the scratch-off games!" And you, as a retailer, know it's not true.

But how do you counter the impression that there aren't any winners? With each new game, our sell-in sheet tells you how many prizes there are at each prize level. In a game of 50 million tickets, it's not uncommon to have 12.5 million or more winning tickets. In fact, each pack of tickets contains a definite dollar amount of low-tier prizes. Those are the prizes of less than \$25.

Starting soon, each sell-in sheet will tell you *exactly* what the dollar amount of these low-tier prizes is in each pack in that game. The amount

will vary from game to game, but for all packs in a single game, the amount will be the same.

For example, in Game #134, *Weekly Grand*, we promise that every pack will contain \$219 in low-tier prizes. Higher level prizes are randomly distributed throughout the entire print run of tickets. (207605) The Lottery has no way of knowing exactly where those higher prize tickets are located.

You can help change the player perception about winning tickets. Retailers who help their players understand these issues can keep

**Game #134 - Weekly Grand**

**GAME FEATURES**

- Top prize is \$1,000 per week for 20 years!
- Three games on one ticket!
- Win up to three times!

| Amount       | # in Game* |
|--------------|------------|
| \$1,000/week | 3          |
| \$300        | 9,152      |
| \$40         | 149,760    |
| \$20         | 224,640    |
| \$10         | 342,480    |

**GUARANTEED TOTAL LOW-TIER PRIZES AMOUNT**  
 (1) \$4, (5) \$10, (20) \$20  
**\$219 per pack**

**TOP PRIZE \$1,000 PER WEEK FOR 20 YEARS!**

Lottery enthusiasm high. That will mean higher sales and higher commissions for you, and thousands of satisfied Lottery players.



**Texas Lottery Special Events**

Look for the Texas Lottery Promotions staff at these events:

**May**

**Texas Motorplex**  
Ennis/Irving - May 1-3

**Main Street Days**  
Grapevine/Irving - May 15-17

**Midland Angels\***  
Midland - May 9

**San Antonio Missions\***  
San Antonio - May 20

**Texas Rangers\*\***  
Arlington - May 21

**El Paso Diablos T-shirt Night**  
El Paso - May 20

**Houston Astros\*\***  
Houston - May 27

**El Paso Diablos\***  
El Paso - May 29

**June**

**El Paso Patriots\***  
El Paso - June 7

**El Paso Diablos\***  
El Paso - June 14

**Houston Astros\*\***  
Houston - June 18

**San Antonio Missions\***  
San Antonio - June 30

\* denotes Texas Lottery Ticket Nights - Instant tickets will be given out  
\*\* denotes Texas Lottery Suite Nights - Merchandise or coupons will be given out

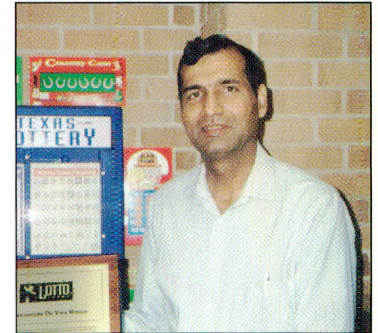
Pending approval:  
May 29 - 30 - Mex-Tex Menudo Cook-off & Festival (Midland/Abilene)  
June 6 - George Strait Country Music Festival (Dallas/Irving)

**Schedule subject to change.**



**Hasty Grocery #17, Dallas**

Winners of a retailer bonus for selling the January 7, 1998, winning *Lotto Texas* ticket pose with their ceremonial check for \$40,000. Pictured l to r: Greg Hoelk, Texas Lottery's Assistant Marketing Director/Sales; Kenneth Smith, store clerk; Stanley Vaughan, corporate manager; Mickey Chandler, store manager, and David Rios, GTECH sales rep.



**Alliance Food Store, Denton**

Store owner Abbas Hemani received a retailer bonus of **\$40,000** for selling the October 22, 1997, winning *Lotto Texas* ticket.

**More Lotto Texas bonuses**

- Diamond Shamrock, Laredo . . . . . \$40,000
- EZ Mart #300, Mineral Wells . . . . . \$40,000
- Stuff-EZ, Gatesville . . . . . \$180,000



**BONUSES**

- 7-Eleven #1662-27554, Austin \$10,000**
- Fiesta Mart #3, Houston \$10,000**



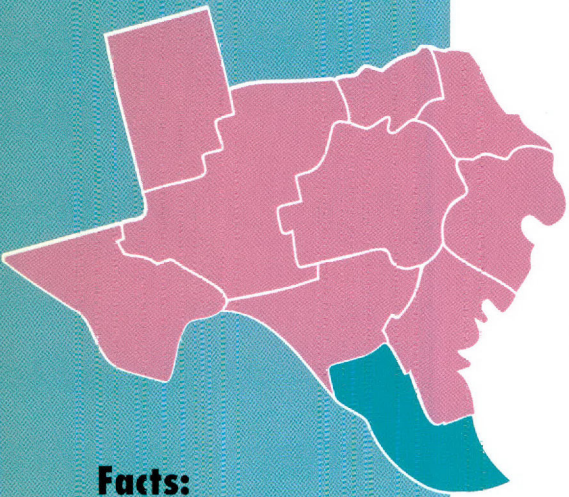
Congratulations to our **first** 5 time *Cash 5* bonus winner:

**Sunglo Inc. #27, San Antonio**  
\$301.97 \$364.56 \$402.41 \$295.35 \$211.31

Congratulations to these 3 time winners:

**JR's Food Mart, Nixon**  
\$413.12 \$241.15 \$741.40

**Kwik Way Food Store #200, Dallas**  
\$413.12 \$241.15 \$741.40



## Facts:

as of 2/2/98

## District Sales Manager

Felipe Elizondo

## Claim Centers:

201 S. 15th Street,  
Suite 208  
McAllen, TX 78501

3505 Boca Chica Blvd.  
Suite 231  
Brownsville, TX 78521

1202 Del Mar Blvd.  
Suite 4  
Laredo, TX 78041

## 671 On-line Retailers

## 112 GVT Retailers

## 7 LSRs

## 12 Lotto Texas Jackpot winners

Percentage of Statewide Sales:  
**4.70%**

Total sales to date:  
**\$788,089,514**



# McAllen District

## Everyone loves a parade

Mission, Texas is the hometown of United Drive In, one of the top-selling Lottery retailers in the state. (225144)

The folks at United Drive In know how it feels to be winners — they've sold their first winning *Lotto Texas* jackpot ticket and are proud of it.

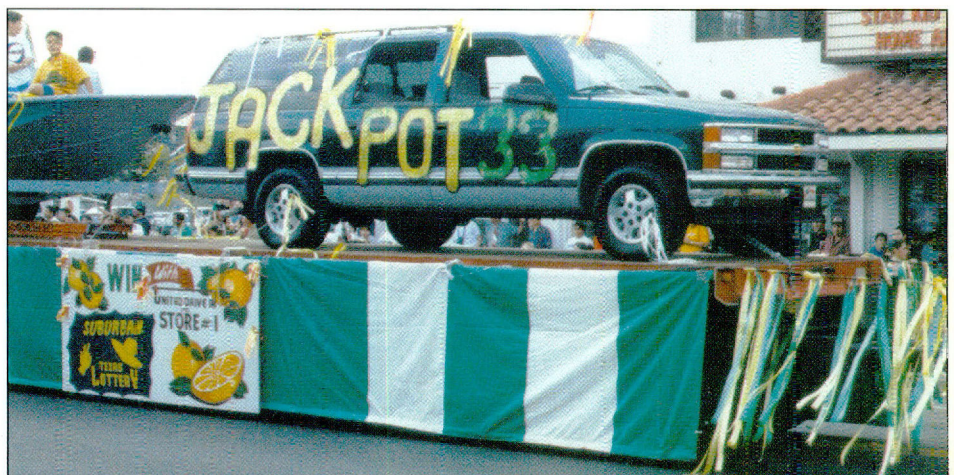
In the Texas Citrus Fiesta Parade, United Drive In entered the float shown in the photo below. As you can tell, they promote their relationship with the Lottery in a big way.

On the day of the parade, the jackpot was \$33 million. Their float showed the jackpot amount, and the boat and vehicles they will give the

next single *Lotto Texas* jackpot winner they sell. Even though they didn't sell the winning ticket that day, the Flores family are confident they will sell another winner some day soon.

## A store with a lot to offer

Groceries with a smile, a laundromat for convenience, and a drive thru for fast service all add up to the Wooden Nickle of McAllen. Of course, the Wooden Nickle could also include "lucky in the Lottery" in their motto. Although they haven't hit it big in *Lotto Texas* yet, they have sold a *Cash 5* winning ticket worth \$117,000.



**Front row (left to right): Rolando Bocanegra, LSR; Joe Guerra, Swing Rep; Jesus Rios, LSR. Back row (left to right): Felipe Elizondo, DSM; Hector Rodriguez, LSR; Joe Hernandez, LSR; Leo Hinojosa, LSR; (not pictured) Rosa Cantu, LSR.**

Owner Furtuoso Villareal is quick to point out that asking for the sale is the best tool one can use to be successful. Mr. Villareal is looking forward to the day when he hits it really big with a *Lotto Texas* jackpot sale!

## Going wild with promotions

Ramon and Rick Buitron, owners of Lopez Super Market in Harlingen



are wild about promotions. (120507) They sell a lot of Lottery tickets and agree that POS and promotions like "Lone Star Spin" and radio remotes are helpful in maximizing sales.

But Ramon and Rick go even further than that. They give away groceries, *Lotto Texas* tickets, and scratch-off tickets at all their promotions. In addition, the Buitrons proudly display their sales figures. As you can see in the photo (above), Lopez Super Market paid out \$36,676 during the month of December, 1997. For all of

1997, they paid out \$458,171 in winnings!

"One of these days, I'm going to sell the *Lotto Texas* jackpot winning ticket," promises Ramon. Well, if Buddha has anything to do with it, perhaps they will. (431254) The Buitrons display a Buddha for several of their customers who believe that rubbing Buddha's stomach will bring them good luck.

LSR Leo Hinojosa reminds us that the Buddha is not a permanent POS supplied by GTECH or the Lottery.

## Making money

Among the top-selling Lottery retailers in the state, Garza's Quick Stop in Mission wants to sell a winning *Lotto Texas* jackpot winner.

Garza's uses the standard promotions such as "Lone Star Spins," Second Chance Drawings, and Ask for the Sale. Garza's owner, Romeo Garza, is now giving away a new car (below) to whomever purchases the *Lotto Texas* jackpot winner at his



store. (113114) Already he's seen a strong increase in sales — an average of \$10,500 per week!

## Big signs, big trucks

The signs outside the Pit Stop Drive Thru of Elsa promote tacos for sale, but the one

that really catches your eye is the hand-painted sign of a 4x4 Dodge Ram (at right).



Another sign that might get your attention is the billboard that spells out the deal in black and white: Robert and Paulo Briseño, owners of the Pit Stop, will give a brand new pick-up truck to whomever wins a single *Lotto Texas* jackpot at their store.

A variety of Lottery signage is highly visible, including a jackpot alert window sign right next to the drive thru lane. Inside the store, Lottery scratch-off tickets are prominently displayed. (118321)

The Briseños can attribute a large part of their success to the use of excellent marketing techniques. If you ask them, however, they'll probably tell you they believe some of their success comes from thrill-seekers who stop by for a glimpse of their exotic animal trophies.

## Is that player really 18?

Just like tobacco and alcohol sales, an age restriction applies to persons purchasing Texas Lottery tickets. The Texas Administrative Code, Chapter 401, §401.355 restricts the sale of tickets to persons under 18 years of age.

How can you tell if a player is at least 18 years old? One suggestion is to observe the behavior of persons you suspect may be underage. This behavior includes avoiding eye contact, dressing up to look older, nervously looking from side to side, and speaking in an unnaturally loud voice. These behaviors should prompt you to ask for identification.

When in doubt as to a Lottery customer's age, politely ask to see some ID and tell them why you are asking. (239501) For example, you

might say, "If we sell Lottery tickets to minors, I can be fined and we can lose our Lottery license. I need to see some identification that shows you're old enough to purchase tickets."

The most reliable form of ID is a valid Texas Driver's License or DPS ID card. Regardless of what ID is presented, examine it closely. Most altered or fake IDs can be spotted upon close examination. If you are presented with what appears to be a phony card, tell the customer that you cannot accept the card and cannot sell them Lottery tickets.

Instant ticket vending machines present another challenge. All Lottery vending machines should be in sight of a clerk-station or cash register. Watch the machines closely, especially when young people are in

the vicinity. (225464) Although some parents give children money to use in the machine, purchase of tickets from a machine by a minor is illegal, even if a parent is standing nearby.

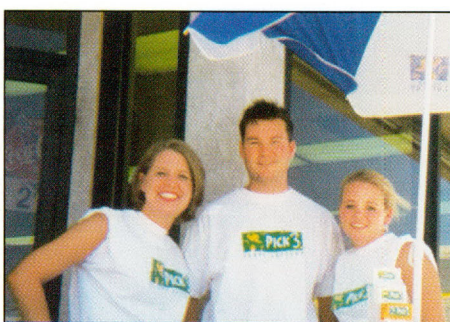
We know of cases where local media conducted their own "sting" operations, sending a minor to purchase tickets to see if the retailer took time to ask for ID or refused to sell. While such operations don't appear to be common, no retailer wants to be featured in the local news as being in violation of the Lottery Act.

Sale of Lottery tickets to minors is a Class C misdemeanor, punishable by a fine of up to \$500. In addition, you could lose your Lottery license. So be sure to check ID whenever you're in doubt.

## Ambassadors are coming!

This summer the Texas Lottery sponsors its fourth Ambassador Program, the program that brings together college students from around the state to learn about Lottery games, and then sends them to Lottery retailers to teach players.

The program began in 1995 as a way to teach players about *Pick 3*. While it only operated in a few districts, results were exciting. *Pick 3* sales improved significantly in stores where the Ambassadors set up shop. Last year, the Ambassadors helped raise *Pick 3* sales by nearly 17%



during the 10-week program! While giving away Lottery merchandise, the Ambassadors walked players through the process of playing *Pick 3*, showing them the prizes they could win and other game features. (239501)

This year's program will be the largest ever! Ambassadors will bring fun and excitement to all ten Lottery

districts, by appearing at special Lottery events from Saturday, May 23 through Sunday, August 2. And this year, the program will focus on the Texas Lottery's newest game, *Texas Million*. Lively ambassadors like Suzanne Moser, Stuart Barr, and Krista Boren from last year's program (see photo) will be training thousands of players in this great new game.

If the past is any indicator, we're sure the Ambassador Program will continue to boost sales for retailers as the Ambassadors talk to Texas about the new game. Look for them in your area beginning May 23.

# WELCOME

## New Retailers

The Texas Lottery welcomes the following outlets to the "Games of Texas!"

- Express Mart, Celina
- TG&R Discount, Austin
- CSI #531, Houston
- Texas Motorplex, Ennis
- Happy Food Mart #3, Houston
- Esmie's Drive Thru, Mathis
- JRS Food Mart, Lago Vista
- USA Check Cashed, Laredo
- Safeway Mart, Garland
- Southwest Liquor, El Paso
- Eldridge Shell, Houston
- All American Food Store, Dallas
- Stafford Retail Center, Stafford
- Express Food Store, Stafford
- Shop N Sack, Garland
- Payless Discount Beer & Wine,  
Dallas
- Chevron-Clear Lake, Houston
- Lowe's Marketplace, Odessa
- Thurman Convenience, Santo
- 1015 Supermarket, Progreso
- Sunny's Food Store #101, Houston
- Chevron Handi-Plus, Houston
- Super K Food Store, Houston
- Thomas M. Marino's Exxon, Dallas
- Valencia Deli, McAllen
- Super K & Deli Co., Universal City
- Main Street Texaco, Richardson
- Point Blank Grocery, Point Blank
- Cash & Carry Discount, Stafford
- River Run Texaco, Rio Vista
- Simms Corner, Stephenville
- Mr. Liquor 2, Rockdale
- Eastex Texaco, Houston
- Cooks Point Store, Caldwell
- Jack's Grocery #7, Houston
- Elm Snack Shop, Dallas
- K B Xpress, Crockett
- Sunshine Food Mart, Kaufman
- Market Square Food, Pearland
- CSI #1247, Desoto
- Montoya's Grocery, Brownsville
- Rosewood Store, Beaumont
- Brownies Market No. 2, Deer Park
- JT's, Baytown
- Dutchess, Taylor
- Hardy Hop, Houston
- GM Handy Spot, Houston
- CSI #1295, Lancaster
- Exxon Company USA 69925,  
League City
- Exxon Company USA 60976,  
Houston
- Exxon 6-2820, Houston
- Jonestown Mobil, Jonestown
- Tram Stop, Austin
- CSI #1231, Dallas
- Jumpin Jack's Inc., Terrell
- 62142 Exxon, Irving
- CSI #1284, Dallas
- CSI #1295, Lancaster
- CSI #1286, Duncanville
- Timewise #4101, Houston
- McGregor Airport Travel Center,  
McGregor
- Snak-N-Go Mini Mart, Houston
- Uptown Market & Cafe, Houston
- Naqi-Murtaza Food Mart, Houston
- Mockingbird Skillman Mobile, Dallas
- King Food Store, Dallas
- Charlie's Drive Inn, Elm Mott
- CSI #1641, Plano
- CSI #1287, Plano
- Indian Hills Stop N Go,  
Buchanan Dam
- T&H Convenience Store, Houston
- La Merced Food Mart, Houston
- J-N-B Quicki Shop #2, Amarillo
- 7-Eleven #649, El Paso



