



February 2016

Round★Up

SCRATCH TICKET FOCUS

The Texas Lottery's First Scratch Ticket Where Every Ticket Wins A Prize!

- Ticket cost is \$20.
- Every ticket wins a prize! Prizes range from **\$5 to \$500,000!**
- Overall odds of winning any prize including prizes less than \$20 are 1 in 1.00!
- Odds of winning a prize of \$20 or more are 1 in 3.13!



DRAW GAME FOCUS



3 CHANCES TO WIN UP TO \$100,000 IN EVERY PLAY!

Did you know?

Since the launch of the game on September 27, 2015 there have been:

- 11 \$100,000 Top Prize winners!*
- More than 1.2 million winners!*
- Over \$4.7 million in prizes won!*

*Through the drawing on December 14, 2015.



Clerk Voucher Promotion: February 7 – 27, 2016 (or while supplies last)

Every time you sell thirteen (13) *Texas Triple Chance*™ tickets with each ticket worth \$4 or more, you receive a prize voucher for a **Texas Lottery cooler bag**.

Redeem prize vouchers with your lottery sales representative (LSR) by April 1, 2016.

Don't forget to watch the *Texas Triple Chance* how-to-play video at txlottery.org and on Drawings held Monday – Saturday, 10:12 p.m. CT. Draw break 10:02 – 10:15 p.m. CT.

RETAIL POS EXECUTION GUIDE



GEMINI™ TOPPER



GEMINI PLAYSIP HOLDER



PRIMARY CLING



BEGIN POST: 12/28
END POST: 1/8
BEGIN PULL: 2/22
END PULL: 3/7
ENGLISH AND SPANISH VERSIONS

OPTIONAL CLING



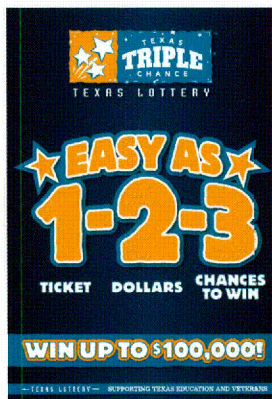
ENGLISH AND SPANISH VERSIONS

PRIMARY COROPLAST



BEGIN POST: 12/28
END POST: 1/8
ENGLISH AND SPANISH VERSIONS

OPTIONAL COROPLAST



ENGLISH AND SPANISH VERSIONS

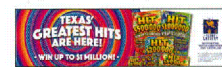
PLAYSTATION INSERT



BEGIN POST: 12/28
END POST: 1/8
BEGIN PULL: 2/22
END PULL: 3/7

ENGLISH/SPANISH REVERSIBLE

BIN TOPPER



BEGIN POST: 12/28
END POST: 1/8

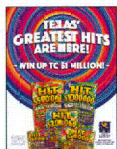
BEGIN PULL: 2/22
END PULL: 3/7

CRASH POLE





PRIMARY MINI BILLBOARD



BEGIN POST: 12/28
END POST: 1/8

BEGIN PULL: 2/22
END PULL: 3/7

OPTIONAL MINI BILLBOARD



For locations with additional mini-billboard placement, a draw schedule may be posted.

PRIMARY CHANGEMAT



LOW PROFILE MINI BILLBOARD INSERT



OPTIONAL CHANGEMAT



BEGIN POST: 2/28
END POST: 1/8

BEGIN PULL: 2/22
END PULL: 3/7

May be placed in location secondary to Draw Schedule change mat.



BEGIN POST: 1/4
END POST: 1/15

PROMOTION RUNS:
1/17 - 2/6

BEGIN PULL: 2/8
END PULL: 2/19

L-SHAPE



BEGIN POST: 2/8
END POST: 2/19

PROMOTION RUNS:
While Supplies Last

BEGIN PULL: TBD
END PULL: TBD

NOTE: RETAILER MUST DISPLAY L-SHAPE TO PARTICIPATE IN THE PROMOTION. THESE DATES ARE PROVIDED FOR RETAILER INFORMATION ONLY, NOT ACTION. PLEASE ALLOW YOUR LSR TO POST AND PULL ALL THE ELEMENTS.

RETAILER CASH INCENTIVE INFORMATION

**YOU COULD WIN UP TO
PODRÍAS GANAR HASTA
\$50,000**

**RETAILER CASH INCENTIVE PROGRAM #19
PROGRAMA DE PAGO DE INCENTIVOS A VENDEDORES #19**

**JANUARY 3 – APRIL 2, 2016
ENERO 3 – ABRIL 2, 2016**



**Bonus Drawing Entries
¡Entradas de bono!**

Texas Triple Chance™ (TTC) sales are included in this program. Reach your Minimum Sales Goal and earn a bonus drawing entry for every 50 TTC wagers (\$100) you sell during the program.

Texas Triple Chance™ (TTC) ventas están incluidas en este programa. Alcanza tu meta de ventas mínimo y gana una entrada para el sorteo de bono por cada \$100 de TTC que venda durante el programa.

For complete program details, call 800-375-6886 or go to txlottery.org.
Para detalles completos del programa, llama al 800-375-6886 ó visita txlottery.org.

RETAILER BONUSES



Game	Retailer	Location	Bonus
\$5 Set For Life #1693	Walmart #4508	Penitas	\$10,000
\$500,000,000 Cash #1671	League City Chevron	League City	\$10,000
Money Money Millionaire #1617	Berkman Food Mart	Austin	\$10,000
Holiday Game Book #1711	Stripes #9624	Beeville	\$10,000



Draw Date	Retailer	Location	Bonus
10/8/15	CJ Food Store	Houston	\$1,000
10/8/15	Tommy's #19	Waco	\$1,000
10/26/15	Pride Food Store	Allen	\$5,500



Draw Date	Retailer	Location	Bonus
10/3/15	MacArthur Qwik Trac	Irving	\$324,000.93
10/10/15	Amburn Food Mart	Texas City	\$52,500

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

1. Are you aware there is "Play Responsibly" information on the Retailers page of the Texas Lottery website txlottery.org
Yes ___ No ___
2. Are Texas Lottery "Play Responsibly" pamphlets available for customers in your store? Yes ___ No ___ Not sure ___
3. Would you like more information about problem gambling? Yes ___ No ___

Thanks! Retailers will be selected from a random drawing of all completed surveys from this issue to receive a Texas Lottery prize package of promotional items!

Return by March 31, 2016

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

txlottery.org