



August 2016

Round Up

SCRATCH TICKET FOCUS

Let out the PAYOUT

Full Advertising Support!

Group The Games Together For Increased Sales.

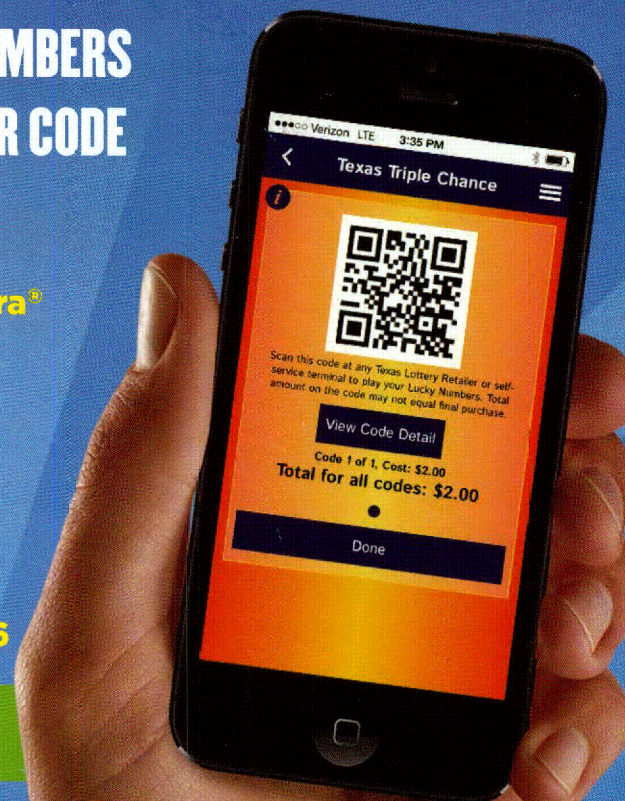
Prizes Up To \$1,000,000!



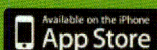
MOBILE APP FOCUS

SOON PLAYERS CAN STORE THEIR FAVORITE NUMBERS ON THE TEXAS LOTTERY APP AND PRESENT A QR CODE AT RETAIL TO PURCHASE DRAW GAMES!

- Scan QR code on the player's mobile device at Altura®
- Confirm play(s) with player
- Confirm ticket(s) cost with player
- Press YES to print ticket(s)
- Press NO to cancel transaction
- Players can also scan QR code at Gemini™
- More details available from your lottery sales representative or Retailer Services at 800-375-6886



Tentative Launch August 2016 >>>



RETAIL POS



						
Mon & Thurs	Tues & Fri	Wed & Sat	Wed & Sat	Mon - Sat	Mon - Sat	
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	M - 9:50 AM
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	M - 10:00 AM
M - Morning, D - Day, E - Evening, N - Night. Texas Lottery Game Drawings are not held on Sundays. Times listed are Central Time. Draw times						

EXECUTION








Monday - Saturday

Draw Breaks Start

D - 12:17 PM E - 5:50 PM N - 10:02 PM

Draw Times

D - 12:27 PM E - 6:00 PM N - 10:12 PM

listed are when drawings are broadcast in Texas.

AUGUST 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	31			

RETAILER CASH INCENTIVE PROGRAM (RCIP)

OVER **\$100 MILLION** PAID TO RETAILERS IN THE FIRST 19 PROGRAMS!

PROGRAM 20 ENDED JULY 23

- Drawing planned for Tuesday, August 9
- Payments planned for Friday, September 2

PROGRAM 21 STARTS AUGUST 21

- Look for upcoming details on how you can earn extra entries for selling the upcoming Lone Star Lineup®
- Don't Miss Your Chance to Cash In!



SUPPORTING TEXAS EDUCATION AND VETERANS

YOU COULD WIN UP TO \$50,000

RETAILER CASH INCENTIVE PROGRAM #20
APRIL 24 - JULY 23, 2016

2 WAYS TO CASH IN! Base Program + Drawing

• Earn up to \$200* for reaching your Minimum Sales Goal (MSG)* plus an additional \$250 for each additional \$1,000 in sales** over your goal.

• **Eligibility Period (EP):** Apr. 24 - July 23, 2016
For retailers with sales all 13 weeks of the EP, your Minimum Sales Goal is your weekly sales average during the EP of $13 \text{ weeks} \times \$ 3,500 = \$ 45,500$.
MSG = (EP Avg $\times 13$) + \$ 4,000 + \$ 500.

• **Alternate Eligibility Period (AEP):** Nov. 8, 2015 - Feb. 6, 2016
Retailers who do not have sales all 13 weeks of the EP (but have sales all 13 weeks of 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 (minimum of 13 weeks) $\times 13$ + \$ 2,000. MSG = (AEP Avg $\times 13$) + \$ 4,000 + \$ 500.

• **Prizes:** Retailers who reach the alternate program goal, or alternate goal, will be eligible for prizes ranging from \$25 to \$50,000. Prizes are awarded on a random drawing basis.

• **Minimum Sales Goal:** Retailers who do not have sales all 13 weeks of the EP will not be eligible for prizes.

*Prizes are subject to change without notice. **Prizes are subject to change without notice.

# of Prizes	Prize Amount	Total
2	\$50,000	\$100,000
3	\$20,000	\$60,000
30	\$5,000	\$150,000
30	\$2,500	\$75,000
100	\$1,000	\$100,000
100	\$500	\$50,000
307		\$500,000

Bonus Drawing Entries

Your 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.

For complete program details: talk to your LSR, call 800-375-6886 or visit txlottery.org.

RETAILER BONUSES



Game	Retailer	Location	Bonus
\$1,000,000 Instant Cashout #1713	Lake Air Food Mart	Waco	\$10,000
HIT \$1,000,000 #1740	Kent Kwik #309	Midland	\$10,000



Draw Date	Retailer	Location	Bonus
5/2/16	Corner Store #3941	San Antonio	\$1,000
5/3/16	Cash Saver Cost Plus Food Outlet #1376	Amarillo	\$1,000



Draw Date	Retailer	Location	Bonus
4/25/16	Zip Trip	San Antonio	\$2,500



Draw Date	Retailer	Location	Bonus
3/10/16	7-Eleven #75	Coleman	\$2,000
3/17/16	Fastlane #10	Beaumont	\$2,250
3/21/16	J & J Express	Beaumont	\$1,000
3/21/16	Walmart #4670	San Antonio	\$1,000
4/14/16	Exxon Food Store	Brownsville	\$9,500

RETAILER SURVEY

Retailer Number:

Position of Person Completing Survey:

Owner

Manager

Employee

Shift When Survey Completed:

Day

Evening

Overnight

1. Are you aware of the **Lottery Services Portal (LSP)** where you can manage your lottery license information and view reports online? Yes ___ No ___
2. Did you know multiple LSP user accounts can be set up with access controlled by the owner? Yes ___ No ___
3. Would you like more information about the LSP and its features? 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 September 30, 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.



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txlottery.org