

April 23, 2024

April Marketing Envelope

Welcome to the April Monthly Marketing Information Envelope. You receive this information each month with upcoming events for retailers and players.

This month the following information is enclosed:

1. The New Games Letter, listing the new games coming out, and closing games.
2. A flyer on Equipment Issue Technical Support Number.
3. A flyer on the Delaware International Speedway promotion.





NEW GAMES/ GAME CLOSEOUTS

April 17, 2024

New Instant Scratch Games (3):

Delivery/Live Date: Monday, May 6, 2024

Game 399 <i>Double Match</i>	150 \$2	Tickets in a Pack-value \$300	UPC 8 1260902399 7
Game 413 <i>Waves of Cash</i>	60 \$5	Tickets in a Pack-value \$300	UPC 8 1260902413 0
Game 414 <i>Bonus Spot</i>	300 \$1	Tickets in a Pack-value \$300	UPC 8 1260902414 7

Final Game Close Outs (5):

Return Period May 6 – May 24, 2024

Billing Date May 31, 2024

Announced End of Game/Sales: May 26, 2024

Winning tickets may be paid/claimed thru May 26, 2025

Return ALL full packs & one partial pack

351 <i>Corner Payout</i>	388 <i>'Tis the Season</i>
374 <i>Deluxe Multiplier</i>	390 <i>Snowflake Wonder</i>
387 <i>Merry Money</i>	

DELIVERY 5/6/24		Return 5/6 - 5/24/24	
414 Bonus Spot UPC 8 1260902414 7	399 Double Match UPC 8 1260902399 7	387 Merry Money UPC 8 1260902387 4	376 Win Big Money UPC 8 1260902376 8
413 Waves of Cash UPC 8 1260902413 0	398 Hot 8 UPC 8 1260902398 0	386 \$50,000 Richer UPC 8 1260902386 7	375 Super 7s UPC 8 1260902375 1
411 Steam 'em Up UPC 8 1260902411 6	397 Cash X 50 UPC 8 1260902397 3	385 Double Sided Dollars UPC 8 1260902385 0	374 Deluxe Multiplier UPC 8 1260902374 4
408 7-11-21 UPC 8 1260902408 6	396 Cash X 20 UPC 8 1260902396 6	384 Cash Party UPC 8 1260902384 3	370 5X Cash Splash UPC 8 1260902370 6
407 One-Word Cashword UPC 8 1260902407 9	395 Cash X 10 UPC 8 1260902395 9	383 Fiery 7s UPC 8 1260902383 6	367 Super Win It All UPC 8 1260902367 6
406 Hop To It! UPC 8 1260902406 2	394 Cash X 5 UPC 8 1260902394 2	382 Cash Wheel UPC 8 1260902382 9	364 Why Chicken Cross Road? UPC 8 1260902364 5
405 DIY Bucks UPC 8 1260902405 5	393 Mega Bucks Blowout UPC 8 1260902393 5	381 Jumbo Bucks UPC 8 1260902381 2	363 Cash Bonanza UPC 8 1260902363 8
404 Loose Change UPC 8 1260902404 8	392 Special Edition Box Bingo UPC 8 1260902392 8	380 High Voltage Win It All UPC 8 1260902380 5	359 Double Match UPC 8 1260902359 1
403 100K UPC 8 1260902403 1	391 Platinum Payout UPC 8 1260902391 1	379 Hit \$1,000 UPC 8 1260902379 9	357 Plug In UPC 8 1260902357 7
402 Deco Dollars UPC 8 1260902402 4	390 Snowflake Wonder UPC 8 1260902390 4	378 Stacks of Cash UPC 8 1260902378 2	351 Corner Payout UPC 8 1260902351 5
401 Win It All UPC 8 1260902401 7	388 'Tis the Season UPC 8 1260902388 1	377 Extra Cashword UPC 8 1260902377 5	
400 Money Roll UPC 8 1260902400 0			

RETURN ONLY THE GAMES HIGHLIGHTED IN BLUE



Equipment Issues?

Call

1-800-233-7014

Calling any other numbers only slows down response time. Why? Because all other numbers lead to someone who has to call the number above. All technical service is logged and dispatched from the above number. By calling any other number, it just takes longer for a Tech to get to you.

So...by calling the above number, it will get a Tech to you faster.




Delaware Lottery Retailers



Delaware Lottery Presents: A Night at the Track

PROMOTION RULES & ELIGIBILITY:

- Must be an active retailer
- Multiple entries per store allowed, but **one** entry per person.
- Recipient of tickets must be an active employee of the store at the time of the drawing.
 - **Mail or Fax the form below**
- **You will be entered into a random drawing to win Two (2) Tickets to:
Delaware International Speedway / US 13 Dragway
Tickets are good for any 2024 Event sponsored by SDM Promotions LLC
Tickets are General Admission Tickets**

MAIL OR FAX
ENTRY
TO: 



Delaware Lottery
Attn: Speedway
1575 McKee Road, Suite 102
Dover, DE 19904
Fax: 302-739-7586

Retailer #: _____ Store Name: _____

Your Name: _____

Cell Phone Number: _____

(Please make photo copies of the form if needed.)

By entering this contest all winners consent to having their picture taken and used in promotional publications