

Retailer Information

Become a Delaware Lottery Retailer

**See how much you
could earn.**



delottery.com

Create a new revenue stream for your business

The average income for
Delaware Lottery Retailers
in 2022 exceeded

\$22,000

in commissions and bonuses,
with many Retailers seeing
even greater earnings.

Join us

The Delaware Lottery brand is well known throughout the state, continually promoting engagement with our product lines through:

- In-store point-of-sale advertising
- Statewide promotions
- Statewide advertising
- Retailer & clerk promotions

We'll drive customers to you, year-round

As our Retailers will tell you, the annual advertising and promotional programs provided by the Delaware Lottery generate a lot of high-frequency traffic. You'll build a base of regular players, who ring up extra sales in addition to their steady ticket purchases.

A dedicated team behind you

Delaware Lottery sales and support personnel make sure you're up to date on the latest Lottery games and trends. They'll provide you with the newest Retailer and consumer programs and are always available to answer your questions.

You'll also receive monthly marketing mailers packed with special promotions, flyers, high-tier winner posters and information about upcoming events. Also included is our periodic publication, *Ticket Talk*, which highlights Retailer achievements, new and expiring games, tips for increasing your Lottery business and much more. The Delaware Lottery benefits everyone in Delaware, but it especially benefits our valued Retailers.



Here's a breakdown of

Commissions

- Delaware Lottery Retailers receive a five percent (5%) sales commission for selling tickets for all games allowed by their license type.
- In addition, Retailers are paid a one percent (1%) commission for every prize redeemed in their store by players who win from \$1 to \$599.



Bonuses

- A bonus of one percent (1%) of the prize amount is paid to Retailers when an Instant Game prize of \$10,000 and above is paid on a ticket sold in their store.
- A bonus of \$1,000 or one percent (1%) of the prize amount, whichever amount is greater, is paid to Retailers who sell a top-prize-winning ticket for MULTI-WIN LOTTO.
- A bonus of \$1,000 is paid to Retailers who sell a \$25,000 winning ticket for LUCKY FOR LIFE®.
- A bonus of \$5,000 is paid to Retailers who sell a top-prize-winning ticket for LUCKY FOR LIFE®.

your earnings potential

- A bonus of \$1,000 is paid to Retailers who sell a winning LOTTO AMERICA® ticket with a \$100,000 All-Star Bonus prize.
- A bonus of \$5,000 is paid to Retailers who sell a jackpot-winning ticket for LOTTO AMERICA®.
- A bonus of \$10,000 is paid to Retailers who sell one of the following:
 - » Jackpot-winning ticket for POWERBALL®
 - » Jackpot-winning ticket for MEGA MILLIONS®
 - » POWERBALL® ticket that wins \$1 million
 - » POWERBALL® ticket with POWER PLAY that wins \$2 million
 - » MEGA MILLIONS® or MEGA MILLIONS® with MEGAPLIER ticket that wins \$1 million to \$5 million
- The Lottery pays periodic bonus commissions to Retailers who meet the requirements of its Retailer incentive program. Retailer incentive programs are based on increases in sales for certain Lottery games.

Incentives

- There are additional incentives for Retailers to take advantage of throughout the year, including:
 - » Retailer & clerk promotions
 - » Statewide promotions
 - » Recognition programs
 - » Special events

INSTANT GAMES

**MULTI-WIN
LOTTO**

**PLAY3[®]
PLAY4[®]**



KENO[®]

Ready to become a Delaware Lottery Retailer?

Visit delottery.com/Retailers and click on Become a Retailer. Then click on the New Applicant link to print and complete the application. Mail it to: Delaware State Lottery, 1575 McKee Road, Suite 102, Dover, DE 19904.

You can also request that an application package be mailed to you. If you have any questions during the application process, please contact our Licensing Specialist at 302-744-1629.

On behalf of all of us here at the Delaware Lottery, thank you for your interest in joining our growing network of Retailers.

