

“It’s the best combination of two worlds; both retail liquor sales and Lottery sales have increased. I can’t imagine any other state working as closely with their Retailers as in Delaware.”

Larry Newsome and Sarah Newsome
Larry’s Liquors—Dover
Retailer since March 12, 1979



“We’ve loved selling Lottery tickets for the past 25 years. It’s given us a chance to give back to our state by supporting needed state services.”

James Dendy and Jesse Dendy
James & Jesse’s Barber Shop—Wilmington
Retailer since October 15, 1975



Join the games

DELAWARE
LOTTERY
Helping to build a
better Delaware since 1975

“The key to our success is that we treat our customers right, so they keep coming back to buy Lottery tickets because of the excellent service they receive.”

Oscar “Brownie” Brown and Robert “Breezy” Brown
Brownie’s Package Store—Delmar
Retailer since October 15, 1975



You and your business have the opportunity to become part of the long-standing, winning partnership between the Delaware Lottery and its Retailers. You enter this partnership when you join our statewide network of Lottery Retailers.

Throughout Delaware, Retailers play an important role in the Lottery's success. They promote and sell Lottery games and tickets, making them accessible to the public. When you qualify to become a Retailer, you gain the benefits that members of our Retailer network already enjoy.

1) A partnership for success... for all of us!

A network of more than 450 licensed Retailers sell Delaware Lottery games in a variety of locations throughout the state. The Delaware Lottery is proud of our winning partnership with our licensed Retailers. And we are always seeking new partners to share in the network's success.

All profits from the Lottery go to the General Fund for the State of Delaware. Since its start in 1975, the Lottery has contributed more than \$969 million to the General Fund, which supports the majority of state services in Delaware. By selling tickets for a variety of exciting Lottery games that appeal to large segments of the population, you are helping to build a better Delaware.

Aside from providing these entertaining games to the public, the Lottery also supports the business community through Retailer income and vendor fees. Retailers earn commissions on their ticket sales, and are eligible for a variety of bonus and incentive programs.

2) Ring up more sales with the Lottery!

Lottery games can generate significant revenue for your business.

As a Retailer, your only investment is your level of commitment to represent the Delaware Lottery product line. You'll accomplish this by marketing and promoting the games effectively, with our support.



Lottery-sponsored, statewide promotions and advertising in newspapers and magazines, and on radio and TV, as

well as bus signs and billboards, will draw new customers into your store. Not only will these new customers buy Delaware Lottery tickets, but they'll also purchase the other products and services you offer. Plus, your current customers will visit your store more frequently. All this adds up to increased traffic and revenue for your overall business, in addition to your Lottery commissions.

3) Great games, great prizes, great fun!

Lottery Retailers sell a variety of entertaining, easy-to-play games that offer fabulous prizes, either instantly or after a scheduled drawing.

All Delaware Lottery games are designed to appeal to a wide variety of people who visit businesses like yours.

Instant Games

Instant Games* offer players a chance to win prizes instantly by scratching play areas on the ticket to reveal the prize won.

Instant Games typically cost players from \$1 to \$5 per ticket. Some offer cash prizes as high as \$50,000, while others may offer automobiles, trips or memorabilia. Each month several new Instant Games are introduced, which enables you to offer your customers a wide variety of exciting themes and play styles.

*All Lottery Retailers begin their Lottery partnership with Instant Games.

On-Line Games

More than half of Delaware Lottery Retailers sell tickets for On-Line Games.

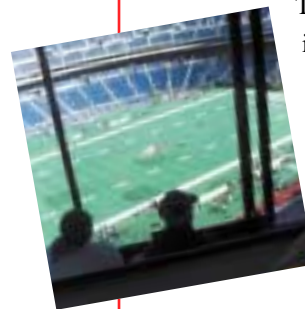
The Lottery's statewide computer network generates tickets for On-Line Games. On-Line players may purchase tickets for the twice-daily drawings for Play 3 and Play 4 games, the three-times-weekly drawings for Delaware's All Cash Lotto and the multi-state Rolldown®, or the twice-weekly drawings for the multi-state POWERBALL® game.

Play 3 and Play 4 ticket holders can win cash prizes twice each day, with top prizes of \$500 for Play 3 and \$5,000 for Play 4.

The All Cash Lotto jackpot prize starts growing at \$150,000 and has exceeded \$1 million. Rolldown®, the newest game from the POWERBALL® Group, offers a Grand Prize, plus three other prize levels and the possibility of increased lower-level prizes for each drawing if no one wins the Grand Prize in the drawing.

The multi-state POWERBALL® game offers players a chance to win some of the biggest jackpots in the world. POWERBALL® jackpots have reached more than \$295.7 million and never fall below a \$10 million annuity for the top prize.

4) Exciting events for you and your staff



The Lottery offers valuable incentives for Retailers to increase their Lottery business from year to year.

In addition to receiving Lottery commissions and bonuses, you can count on being rewarded for excellence. Whether it's the Mystery Shopper, the Lottery Clerks and Retailers of the Quarter, or the Fastest Fingers contest, Retailer promotions like these offer a chance for you and your clerks to win cash

and other prizes.

The Delaware Lottery is always looking for new and innovative ways to thank our Retailers for doing an outstanding job.



5) Support to help you sell

The Delaware Lottery offers an array of sales support for you and your business.

In conjunction with our cooperative service staff, the Delaware Lottery offers weekly site visits, sales consultations, newsletters, advice on how to make your Lottery business grow and personalized promotions, tailored to meet the individual needs of your retail environment. All these services are provided at no charge to Retailers.

6) Here's how to get started

To find out if your business qualifies to become a Lottery Retailer, please forward a letter of interest, with a request for an application packet, to:

Delaware Lottery Office
Attention: Licensing Specialist
McKee Business Park
1575 McKee Road • Suite 102
Dover, DE 19904
Phone: 302-744-1629
Fax: 302-739-7586

The complete application packet will be forwarded to you. When the Lottery receives your completed application, our management will evaluate your request, based on the following items and other information you provide:

Business profile: Hours of operation, parking, customer count, other goods/services sold, etc.

Business demographic profile: Potential player profile, potential player population density, proximity to similar and other Lottery-licensed facilities

Sales potential: Historical sales data for location, area and business type

Ownership profile: Record of legal and financial stability

Accessibility: Public accessibility to the business and service areas, including compliance with federal and state laws and Delaware Lottery guidelines

7) The bottom line:

A partnership with the Delaware Lottery offers benefits to you and your business, while you participate in an endeavor that helps support necessary state services. When you become a Delaware Lottery Retailer, you will enjoy all the benefits listed in this brochure.

Join ^{the} Delaware Lottery Retailer family!



Delaware Lottery Office • McKee Business Park • 1575 McKee Road • Suite 102 • Dover, DE 19904
302-739-5291 • delottery.com