



August 23, 2019

August Marketing Envelope

Welcome to the August 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 for the Nascar promotion.





**INSTANT
GAMES**

NEW GAMES/ GAME CLOSEOUTS

August 9, 2019

New Instant Scratch Games for September 2019 (6):

3 games will be delivered on Tuesday, September 3, 2019

Game 146 Cube Crossword HD	60	\$5 Tickets in a Pack-value \$300	UPC 8 1260902146 7
Game 149 3-2 Won	300	\$1 Tickets in a Pack-value \$300	UPC 8 1260902149 8
Game 151 The Addams Family Fortune	150	\$2 Tickets in a Pack-value \$300	UPC 8 1260902151 1

3 games available in September 2019 upon the sellout of DE-109, DE-125, DE-126 at store level

Game 142 Cash Glitter 30 \$20 Tickets in a Pack-value \$600 UPC 8 1260902142 9

Upon the sellout of DE-109 Money Clip (\$20) at store level

Game 148 7 30 \$10 Tickets in a Pack-value \$300 UPC 8 1260902148 1

Upon the sellout of DE-125 Wild 7 (\$10) at store level

Game 150 7-11-21 300 \$1 Tickets in a Pack-value \$300 UPC 8 1260902150 4

Upon the sellout of DE-126 7-11-21 (\$1) at store level

Final Game Close Out (1):

Return/Pick Up Period: September 3-20, 2019

Return all tickets

Billing Date September 27, 2019

119 10 Grand Crossword

Announced End of Game/Sales: September 29, 2019

Winning tickets may be paid/claimed thru September 29, 2020

DELIVERING 09/03/19			PICKUP 09/03-20/19
AVAILABLE UPON IN-STORE SELLOUT OF DE-109, DE-125, DE-126			
151 Addams Family Fortune UPC 8 1260902151 1	140 Doggone Lucky UPC 8 1260902140 5	128 Perfect 10s UPC 8 1260902128 3	117 Ca\$h Adventure UPC 8 1260902117 7
150 7-11-21 UPC 8 1260902150 4	139 \$150,000 Fortune UPC 8 1260902139 9	127 Win It All UPC 8 1260902127 6	115 Money To Burn UPC 8 1260902115 3
149 3-2 Won UPC 8 1260902149 8	138 Ca\$h In UPC 8 1260902138 2	126 7-11-21 UPC 8 1260902126 9	114 Cash X50 UPC 8 1260902114 6
148 7 UPC 8 1260902148 1	137 \$15,000 Back Scratch UPC 8 1260902137 5	125 Wild 7 UPC 8 1260902125 2	113 Cash X20 UPC 8 1260902113 9
147 DE Dollars UPC 8 1260902147 4	136 \$25,000 Richer! UPC 8 1260902136 8	124 Double Match UPC 8 1260902124 5	112 Cash X10 UPC 8 1260902112 2
146 Cube Crossword HD UPC 8 1260902146 7	134 #7 UPC 8 1260902134 4	122 Jumbo Bucks UPC 8 1260902122 1	111 Cash X5 UPC 8 1260902111 5
145 Money Mayhem UPC 8 1260902145 0	133 Bingo Squared UPC 8 1260902133 7	121 Lucky Duck UPC 8 1260902121 4	110 Match 3 Tripler UPC 8 1260902110 8
144 Double Win UPC 8 1260902144 3	132 Cupcake UPC 8 1260902132 0	120 Limited UPC 8 1260902120 7	109 Money Clip UPC 8 1260902109 2
143 Corner Payout UPC 8 1260902143 6	131 MOO-LAH UPC 8 1260902131 3	119 10 Grand Crossword UPC 8 1260902119 1	899 Neon 7 UPC 8 1260902899 2
142 Cash Glitter UPC 8 1260902142 9	130 WinnerChickenDinner UPC 8 1260902130 6	118 Ca\$h Payout UPC 8 1260902118 4	891 Bonus Payout UPC 8 1260902891 6
141 Fat Wallet UPC 8 1260902141 2	129 Double Dollars UPC 8 1260902129 0		

Delaware Lottery Retailers



Win a Pair of NASCAR Tickets PROMOTION RULES & ELIGIBILITY:

- Must be an active retailer by 9/01/19
- 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.
 - Drawings to be held on 9/17/19 and winner(s) will be notified by 9/20/19.
- **Mail or Fax the form below with your selected day choice(s) and you will be entered into a random drawing to win One (1) pair of NASCAR Tickets**

MAIL OR FAX
ENTRY
TO:



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

K&N PRO SERIES OCT 04, 2019

XFINITY SERIES OCT 05, 2019

ENERGY NASCAR CUP SERIES OCT 06, 2019

****YOU MUST CHECK THE BOX FOR YOUR CHOICE(S) ABOVE TO BE ELIGIBLE TO WIN**

Retailer #: _____ **Store Name:** _____

Your Name: _____

Email Address: _____

Phone Number: _____ **Alt Phone Number:** _____

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