

June 24, 2019

June Marketing Envelope

Welcome to the June Monthly Marketing Information Envelope. You receive this information each month with upcoming events for retailers and players, as well as your May High Tier winners to **post in your store**.

This month the following information is enclosed:

1. A poster with your \$600 plus winning Drawing tickets cashed for the month of May. **PLEASE POST THIS FOR YOUR PLAYERS**
2. A poster with your \$100 plus winning instant scratch tickets cashed for the month of May. **PLEASE POST THIS FOR YOUR PLAYERS**
3. The New Games Letter, listing the new games coming out, and closing games.
4. A flyer for the Delaware State Fair Summer Concert Series promotion.
5. A flyer about the Delaware International Speedway Retailer Night.
6. A flyer for the Delaware International Speedway promotion.
7. A flyer on the Philadelphia Phillies Retailer Night.

A red beach bucket and a yellow shovel are lying on a sandy beach. The bucket is on the left, and the shovel is on the right, with its handle crossing over the bucket's handle.

Delaware State Lottery



June 17, 2019

New Instant Scratch Games for July 2019 (4):

2 games will be delivered on Monday, July 1, 2019

Game 136 \$25,000 Richer!	60	\$5 Tickets in a Pack-value \$300	UPC 8 1260902136 8
Game 141 Fat Wallet	150	\$2 Tickets in a Pack-value \$300	UPC 8 1260902141 2

Available in July 2019

Upon the sellout of DE-102 DOUBLE SIDED DOLLARS (\$5) and DE-103 MONEY PLUS (\$10) at store level

Game 137 \$15,000 Back Scratch	60	\$5 Tickets in a Pack-value \$300	UPC 8 1260902137 5
Game 138 Ca\$h In	30	\$10 Tickets in a Pack-value \$300	UPC 8 1260902138 2

Final Game Close Outs (6):

Return/Pick Up Period: July 1-19, 2019

Billing Date July 26, 2019

Announced End of Game/Sales: July 28, 2019

Winning tickets may be paid/claimed thru July 28, 2020

Return all tickets

**882 Cool Heat Wave
100 Diamond Bingo**

Return all full packs and one partial pack

**895 It Takes 2
108 \$25,000 Cashtastic
116 Money Jar
123 Lucky Corners**

DELIVERING 07/01/19		PICKUP 07/01-19/19	
AVAILABLE AFTER DE-102 & DE-103 IN-STORE SELLOUT			
141 Fat Wallet UPC 8 1260902141 2	128 Perfect 10s UPC 8 1260902128 3	118 Ca\$h Payout UPC 8 1260902118 4	108 \$25,000 Cashtastic UPC 8 1260902108 5
139 \$150,000 Fortune UPC 8 1260902139 9	127 Win It All UPC 8 1260902127 6	117 Ca\$h Adventure UPC 8 1260902117 7	103 Money Plus UPC 8 1260902103 0
138 Ca\$h In UPC 8 1260902138 2	126 7-11-21 UPC 8 1260902126 9	116 Money Jar UPC 8 1260902116 0	102 Double Sided Dollars UPC 8 1260902102 3
137 \$15,000 Back Scratch UPC 8 1260902137 5	125 Wild 7 UPC 8 1260902125 2	115 Money To Burn UPC 8 1260902115 3	101 Cinco 5 Spot UPC 8 1260902101 6
136 \$25,000 Richer! UPC 8 1260902136 8	124 Double Match UPC 8 1260902124 5	114 Cash X50 UPC 8 1260902114 6	100 Diamond Bingo UPC 8 1260902100 9
133 Bingo Squared UPC 8 1260902133 7	123 Lucky Corners UPC 8 1260902123 8	113 Cash X20 UPC 8 1260902113 9	899 Neon 7 UPC 8 1260902899 2
132 Cupcake UPC 8 1260902132 0	122 Jumbo Bucks UPC 8 1260902122 1	112 Cash X10 UPC 8 1260902112 2	895 It Takes 2 UPC 8 1260902895 4
131 MOO-LAH UPC 8 1260902131 3	121 Lucky Duck UPC 8 1260902121 4	111 Cash X5 UPC 8 1260902111 5	891 Bonus Payout UPC 8 1260902891 6
130 WinnerChickenDinner UPC 8 1260902130 6	120 Limited UPC 8 1260902120 7	110 Match 3 Tripler UPC 8 1260902110 8	882 Cool Heat Wave UPC 8 1260902882 4
129 Double Dollars UPC 8 1260902129 0	119 10 Grand Crossword UPC 8 1260902119 1	109 Money Clip UPC 8 1260902109 2	

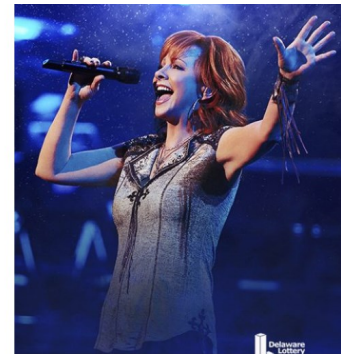
WIN (2) FREE CONCERT TICKETS



SUGARLAND – JULY 18



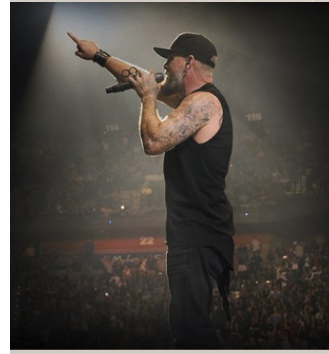
BROTHERS OSBORNE – JULY 19



REBA MCENTIRE – JULY 20



DAN+SHAY – JULY 22



BRANTLEY GILBERT – JULY 26



GLADYS KNIGHT – JULY 27

ATTENTION DELAWARE LOTTERY RETAILERS

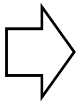
The Lottery has a limited number of concert tickets to award to retailers.

Mail or Fax the form below with your selected concert choice(s)

Entries must be received by Friday July 5, 2019.

The drawing will be conducted on Monday July 8th. Winner will be notified the next day. GOOD LUCK!

MAIL OR FAX
ENTRY
TO:



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

PROMOTION RULES & ELIGIBILITY

- Must be an active Delaware Lottery Retailer by June 18, 2019
- Recipient of prize must be an active employee of the store at time of drawing
- Multiple entries per store allowed, but one entry per person
- Recipient of prize must be 18yrs or older

CONCERTS: July 18—Sugarland July 19—Brothers Osborne July 20—Reba McEntire
July 22— Dan & Shay July 26—Brantley Gilbert July 27— Gladys Knight

YOU MUST CIRCLE YOUR CONCERT SELECTION(S) ABOVE IN ORDER TO BE ELIGIBLE

Retailer # _____

Store Name: _____

Your Name: _____

Phone Number: _____

Alt. Phone Number: _____



Delaware Lottery
Attn: SUMMER CONCERT
SERIES
1575 McKee Road,
Suite 102
Dover, DE 19904
FAX: (302) 739-7586

* For more concert details go to www.delawarestatefair.com

Delaware Lottery Retailers

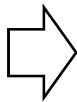


Delaware Lottery Presents A NIGHT AT THE RACES

PROMOTION RULES & ELIGIBILITY:

- Must be an active retailer by 8/01/19
 - 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 8/14/19 and winner(s) will be notified shortly after the drawing.
 - Mail or Fax the form below
 - You will be entered into a random drawing to win One (1) pair VIP Suite passes
 - Food and beverages included
- When: August 31, 2019 - Where Rt 13 Speedway Delmar**
- HAS BB Modified - S.R. Pete & Sons Super Late Model - RUSH Crate Model - AC Delco Modified - Trucks & Vintage (No Mod-Lite)
 - Gates open at 5 p.m. with warm ups beginning at 6:45 p.m.

MAIL OR FAX
ENTRY
TO:



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

Retailer #: _____ Store Name: _____

Your Name: _____

Email Address: _____

Phone Number: _____ Alt Phone Number: _____

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

Delaware Lottery Retailers



Win a Pair of Speedway or Dragway Tickets

PROMOTION RULES & ELIGIBILITY:

- Must be an active retailer by 5/01/19
- 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 begin on 5/23/19 and winner(s) will be notified shortly after each drawing.

• Mail or Fax the form below with your selected track choice(s) and you will be entered into a random drawing to win One (1) pair of Speedway or Dragway General Admission passes with reserved seating in the main grandstand area to be used for any regular event (excluding Camp Barnes, Diamond State 50, & Monster Truck Event).

MAIL OR FAX
ENTRY
TO:



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

☐ DELAWARE INTERNATIONAL SPEEDWAY (Dirt Track)

☐ US 13 DRAGWAY

****YOU MUST CHECK THE BOX FOR YOUR CHOICE(S) ABOVE**

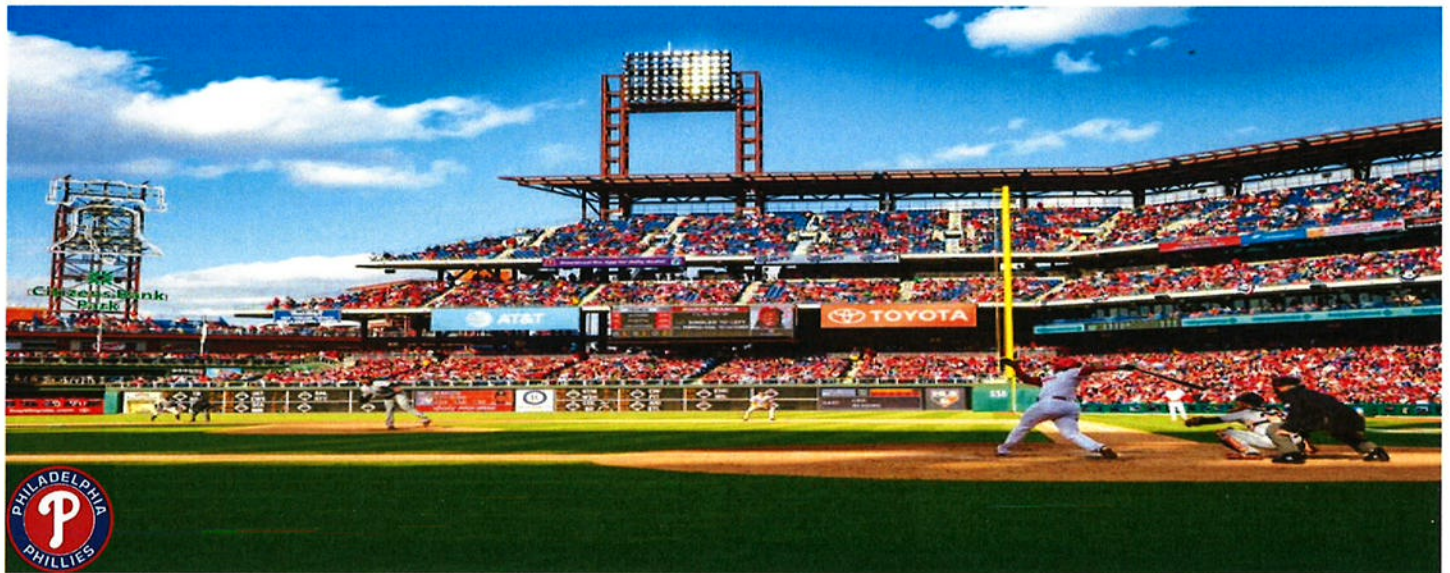
Retailer #: _____ Store Name: _____

Your Name: _____

Email Address: _____

Phone Number: _____ Alt Phone Number: _____

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



Delaware Lottery Retailers

The Delaware Lottery wants to take you out to the Ball Game!

Join us at Citizens Bank Stadium for the **Phillies** vs. Padres

On Saturday August 17, 2019 at 7:05pm.

Relax and watch the game in the MVP Suite.

Includes, food, beverages and transportation.

PROMOTION RULES & ELIGIBILITY:

- Only **ONE** (1) name per entry. Only **ONE** (1) winner per store allowed.
- Must be an active retailer by 07/01/19.
- Winner of tickets must be 21 and an active employee of the store at the time of the drawing.
- Drawing to held on 8/7/19 and winner(s) will be notified the same day.
- Mailed or faxed entries must be received by 4:30 pm on August 2, 2019

MAIL OR FAX
ENTRY TO:



Delaware Lottery
Attn: Phillies Promotion
1575 McKee Road, Suite 102
Dover, DE 19904



Fax: 302-739-7586

Retailer #: _____ Store Name: _____

Your Name: _____

Phone Number: _____ Alt Phone Number: _____