

DELAWARE STATE LOTTERY  
1575 MCKEE ROAD  
SUITE 102  
DOVER, DE 19904

[delottery.com](http://delottery.com)

September 25, 2019

## September Marketing Envelope

Welcome to the September 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 Holiday Cash promotion.
3. A flyer for the Delaware State University Football promotion.





**INSTANT GAMES**

# NEW GAMES/ GAME CLOSEOUTS

September 17, 2019

**New Instant Scratch Games for October 2019 (6):**

**5 games will be delivered on Monday, October 7, 2019**

Game 152 <i>Line'Em Up</i>	100	<b>\$3</b> Tickets in a Pack-value \$300	UPC 8 1260902152 8
Game 153 <i>5X THE MONEY</i>	300	<b>\$1</b> Tickets in a Pack-value \$300	UPC 8 1260902153 5
Game 154 <i>10X THE MONEY</i>	150	<b>\$2</b> Tickets in a Pack-value \$300	UPC 8 1260902154 2
Game 155 <i>20X THE MONEY</i>	60	<b>\$5</b> Tickets in a Pack-value \$300	UPC 8 1260902155 9
Game 156 <i>50X THE MONEY</i>	30	<b>\$10</b> Tickets in a Pack-value \$300	UPC 8 1260902156 6

**Available in October 2019 upon the sellout of DE-115 Money To Burn (\$25) at store level**

Game 157 <i>Money Frenzy</i>	24	<b>\$25</b> Tickets in a Pack-value \$600	UPC 8 1260902157 3
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**Final Game Close Outs (9):**

**Return/Pick Up Period: October 7-25, 2019**

**Billing Date November 1, 2019**

**Announced End of Game/Sales: November 3, 2019**

**Winning tickets may be paid/claimed thru November 3, 2020**

**Return all tickets**

**Return all full packs and one partial pack**

**109 Money Clip**

**112 Cash X10**

**113 Cash X20**

**118 Ca\$h Payout**

**114 Cash X50**

**121 Lucky Duck**

**128 Perfect 10s**

**124 Double Match**

**133 Bingo Squared**

**DELIVERING 10/07/19**

AVAILABLE UPON IN-STORE SELLOUT OF DE-115		PICKUP 10/07-25/19	
157 Money Frenzy UPC 8 1260902157 3	145 Money Mayhem UPC 8 1260902145 0	132 Cupcake UPC 8 1260902132 0	118 Ca\$h Payout UPC 8 1260902118 4
156 50X The Money UPC 8 1260902156 6	144 Double Win UPC 8 1260902144 3	131 MOO-LAH UPC 8 1260902131 3	117 Ca\$h Adventure UPC 8 1260902117 7
155 20X The Money UPC 8 1260902155 9	143 Corner Payout UPC 8 1260902143 6	130 WinnerChickenDinne UPC 8 1260902130 6	115 Money To Burn UPC 8 1260902115 3
154 10X The Money UPC 8 1260902154 2	142 Cash Glitter UPC 8 1260902142 9	129 Double Dollars UPC 8 1260902129 0	114 Cash X50 UPC 8 1260902114 6
153 5X The Money UPC 8 1260902153 5	141 Fat Wallet UPC 8 1260902141 2	128 Perfect 10s UPC 8 1260902128 3	113 Cash X20 UPC 8 1260902113 9
152 Line 'Em Up UPC 8 1260902152 8	140 Doggone Lucky UPC 8 1260902140 5	127 Win It All UPC 8 1260902127 6	112 Cash X10 UPC 8 1260902112 2
151 Addams Family Fortune UPC 8 1260902151 1	139 \$150,000 Fortune UPC 8 1260902139 9	126 7-11-21 UPC 8 1260902126 9	111 Cash X5 UPC 8 1260902111 5
150 7-11-21 UPC 8 1260902150 4	138 Ca\$h In UPC 8 1260902138 2	125 Wild 7 UPC 8 1260902125 2	110 Match 3 Tripler UPC 8 1260902110 8
149 3-2 Won UPC 8 1260902149 8	137 \$15,000 Back Scratch UPC 8 1260902137 5	124 Double Match UPC 8 1260902124 5	109 Money Clip UPC 8 1260902109 2
148 7 UPC 8 1260902148 1	136 \$25,000 Richer! UPC 8 1260902136 8	122 Jumbo Bucks UPC 8 1260902122 1	899 Neon 7 UPC 8 1260902899 2
147 DE Dollars UPC 8 1260902147 4	134 #7 UPC 8 1260902134 4	121 Lucky Duck UPC 8 1260902121 4	891 Bonus Payout UPC 8 1260902891 6
146 Cube Crossword HD UPC 8 1260902146 7	133 Bingo Squared UPC 8 1260902133 7	120 Limited UPC 8 1260902120 7	



# Holiday Cash

We're giving away a total of **\$10,000** in  
**VISA Gift Cards** to retailers and clerks.

<u>PRIZE</u>	<u># OF WINNERS</u>	<u>AMOUNT</u>
1st PRIZE	10	\$500
2nd PRIZE	10	\$250
3rd PRIZE	10	\$100
4th PRIZE	30	\$50

## HERE'S HOW TO WIN:

Mail or Fax Completed Entry form to:  
Holiday Cash Promotion  
1575 McKee Rd Suite 102 Dover, DE 19904.  
Fax: 302-739-7586



All entry forms must be received by 4pm on November 29, 2019.  
Drawing will take place and winners will be listed on the Lottery  
website under Retailers/Promotions by December 6, 2019.

Qualifications & Eligibility Rules: Must be 18 years of age or older. Must be an  
active retailer by October 1, 2019. Recipient of prize must be an active employ-  
ee of the store at the time of the drawing. The same winner can't win twice, but  
multiple winners are allowed at the same retail location.

Retailer #: \_\_\_\_\_ Store Name: \_\_\_\_\_

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Alt Phone Number: \_\_\_\_\_

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



# Delaware Lottery Retailers



## WIN a pair of **DELAWARE STATE HORNETS** HOME FOOTBALL GAME TICKETS

### PROMOTION RULES & ELIGIBILITY:

- ◆ Multiple entries per store allowed, but one entry per person.
- ◆ Must be an active retailer by 09/01/19.
- ◆ Recipient of tickets must be an active employee of the store at the time of the drawing.
- ◆ Drawings to begin on 9/26/19 and winner(s) will be notified before each game.

MAIL OR FAX ENTRY TO:	<div style="text-align: center;"> </div> <div style="text-align: center;"> <p><b>Delaware Lottery</b>  <b>Attn: HORNETS TICKETS</b>  <b>1575 McKee Road, Suite 102</b>  <b>Dover, DE 19904</b>  <b>Fax: 302-739-7586</b></p> </div>
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**Home Game Dates:** Oct 5— South Carolina - 7pm      Oct 19—Merrimack College - 2pm

Nov 9—Bethune-Cookman - 2pm      Nov 16— Norfolk State - 2pm      Nov 23— St. Francis

**\*\*YOU MUST CIRCLE YOUR GAME SELECTION(S) ABOVE TO BE ELIGIBLE TO WIN \*\***

**Retailer #:** \_\_\_\_\_ **Name:** \_\_\_\_\_

**Store Name:** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_ **Alt Phone Number:** \_\_\_\_\_

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