



December 18, 2020

December Marketing Envelope

Welcome to the December 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 on the Keep 'Em Full promotion.



NEW GAMES / GAME CLOSEOUTS

December 9, 2020

New Instant Scratch Games (5):

Being delivered on Tuesday, January 5, 2021

Game 234 <i>Sweet Cash</i>	150 \$2	Tickets in a Pack-value \$300	UPC 8 1260902234 1
Game 236 <i>Lucky 7</i>	60 \$5	Tickets in a Pack-value \$300	UPC 8 1260902236 5
Game 237 <i>Crossword</i>	60 \$5	Tickets in a Pack-value \$300	UPC 8 1260902237 2

232 Available to Order in January 2021 upon sellout of DE 208 Top Dollar in Lottery warehouse

Game 232 <i>\$50K Mayhem</i>	30 \$10	Tickets in a Pack-value \$300	UPC 8 1260902232 7
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235 Available to Order in January 2021 upon sellout of DE 223 Snow Magic in Lottery warehouse

Game 235 <i>Unlock It!</i>	100 \$3	Tickets in a Pack-value \$300	UPC 8 1260902235 8
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Final Game Close Outs (3):

Return Period January 4-22, 2021

Billing Date January 29, 2021

Announced End of Game/Sales: January 31, 2021

Winning tickets may be paid/claimed thru January 31, 2022

Return all tickets

205 \$\$ Craze

207 Ca\$h Word

Return all full packs and one partial pack

187 5X Payout

DELIVERING 01/05/2021		RETURN 01/04-22/2021	
Available in January 2021			
239 The Money Game UPC 8 1260902239 6	224 Gifts of Green UPC 8 1260902224 2	212 Stinkin' Rich UPC 8 1260902212 9	199 Cash Drop UPC 8 1260902199 3
237 Crossword UPC 8 1260902237 2	223 Snow Magic UPC 8 1260902223 5	211 Limited Edition UPC 8 1260902211 2	197 Scratch Party UPC 8 1260902197 9
236 Lucky 7 UPC 8 1260902236 5	222 Holiday Ca\$h UPC 8 1260902222 8	210 Six Figures UPC 8 1260902210 5	196 Red Ball Doubler UPC 8 1260902196 2
235 Unlock It! UPC 8 1260902235 8	221 Merry & Bright UPC 8 1260902221 1	209 Ca\$h Eruption UPC 8 1260902209 9	193 Ca\$h Club UPC 8 1260902193 1
234 Sweet Cash UPC 8 1260902234 1	220 Celebrating 45 Years \$10 UPC 8 1260902220 4	208 Top Dollar UPC 8 1260902208 2	191 777 UPC 8 1260902191 7
232 \$50K Mayhem UPC 8 1260902232 7	219 Celebrating 45 Years \$5 UPC 8 1260902219 8	207 Ca\$h Word UPC 8 1260902207 5	187 5X Payout UPC 8 1260902187 0
230 Ca\$h Pile UPC 8 1260902230 3	218 Celebrating 45 Years \$2 UPC 8 1260902218 1	206 Red, White & Blue 7 UPC 8 1260902206 8	185 Twisted UPC 8 1260902185 6
229 Cash Bonus UPC 8 1260902229 7	217 Celebrating 45 Years \$1 UPC 8 1260902217 4	205 \$\$ Craze UPC 8 1260902205 1	184 EZ Win It All UPC 8 1260902184 9
228 Win! It! All! UPC 8 1260902228 0	215 7-11-21 UPC 8 1260902215 0	204 Jewel Quest UPC 8 1260902204 4	183 Fab 4s UPC 8 1260902183 2
227 Double Money Match UPC 8 1260902227 3	214 Bingo Night UPC 8 1260902214 3	203 Money UPC 8 1260902203 7	182 Lion's Share UPC 8 1260902182 5
226 Snowed Under With Cash UPC 8 1260902226 6	213 Cool Cat UPC 8 1260902213 6	202 Cash Cow UPC 8 1260902202 0	164 Love To Win UPC 8 1260902164 1
225 Merry Money UPC 8 1260902225 9			



KEEP 'EM FULL Retailer Promotion



Go Scratch!



Dispenser with EMPTY BINS

INSTANT TICKET PROMOTION

ATTENTION RETAILERS & CLERKS!

Keep your instant ticket dispensers **full** of scratch tickets and **loaded correctly**, and you could win a **PRIZE** from the Lottery Mystery Shopper.

- **Full Units** mean that every slot must be filled with a Scratch game. You may split a pack into two slots if necessary.
- **Loaded Correctly** means that the ticket graphics side must be facing the players. The instructions side should not be visible to the players.

It's proven to increase sales!

Full Instant ticket dispenser units remind customers to buy tickets and stimulates impulse sales of instant tickets that increase your overall sales and your commission.

Your reward!

Every time the Lottery's Mystery Shopper finds all your display units full and loaded correctly, **ALL** Lottery selling clerks who are working when the Mystery Shopper visits will receive a prize!

When does it start?

The promotion runs from Monday, Jan 11, 2021 to Friday, February 19, 2021

