



January 23, 2020

## January Marketing Envelope

Welcome to the January 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.
3. A flyer with procedures for returning Instant tickets.



**INSTANT GAMES**

**NEW GAMES / GAME CLOSEOUTS**

January 15, 2020

**New Instant Scratch Games for February 2020 (9):**

**6 Delivered on Monday, February 3, 2020**

Game 163 <i>Tic Tac Toad</i>	300	\$1 Tickets in a Pack-value \$300	UPC 8 1260902163 4
Game 170 <i>Double Match</i>	150	\$2 Tickets in a Pack-value \$300	UPC 8 1260902170 2
Game 171 <i>Bonus Bucks</i>	60	\$5 Tickets in a Pack-value \$300	UPC 8 1260902171 9
Game 173 <i>Win Pigs Fly</i>	300	\$1 Tickets in a Pack-value \$300	UPC 8 1260902173 3
Game 175 <i>Treasure Hunt</i>	100	\$3 Tickets in a Pack-value \$300	UPC 8 1260902175 7
Game 177 <i>VIP Black</i>	30	\$20 Tickets in a Pack-value \$600	UPC 8 1260902177 1

**2 Available to order on February 3, 2020**

Game 172 <i>\$25,000 Win It All</i>	60	\$5 Tickets in a Pack-value \$300	UPC 8 1260902172 6
Game 174 <i>Pink Ice/Blue Ice</i>	150	\$2 Tickets in a Pack-value \$300	UPC 8 1260902174 0

**1 Available in February 2020 upon the sellout of 138 Ca\$h In at store level**

Game 176 <i>Money Bags</i>	30	\$10 Tickets in a Pack-value \$300	UPC 8 1260902176 4
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**Final Game Close Outs (4):**

**Return/Pick Up Period February 3-21, 2020**

**Billing Date February 28, 2020**

**Announced End of Game/Sales: March 1, 2020**

**Winning tickets may be paid/claimed thru March 1, 2021**

**Return all tickets**

**137 \$15,000 Back Scratch**

**151 The Addams Family Fortune**

**144 Double Win**

**165 Happy New Year 2020**

DELIVERING 02/03/20	166 302		PICKUP 02/03-21/20
AVAILABLE IN FEB 2020	UPC 8 1260902166 5		
177 VIP Black UPC 8 1260902177 1	165 Happy New Year 2020 UPC 8 1260902165 8	154 10X The Money UPC 8 1260902154 2	143 Corner Payout UPC 8 1260902143 6
176 Money Bags UPC 8 1260902176 4	164 Love To Win UPC 8 1260902164 1	153 5X The Money UPC 8 1260902153 5	142 Cash Glitter UPC 8 1260902142 9
175 Treasure Hunt UPC 8 1260902175 7	163 Tic Tac Toad UPC 8 1260902163 4	152 Line 'Em Up UPC 8 1260902152 8	140 Doggone Lucky UPC 8 1260902140 5
174 Pink Ice/Blue Ice UPC 8 1260902174 0	162 Winter Green UPC 8 1260902162 7	151 Addams Family Fortune UPC 8 1260902151 1	139 \$150,000 Fortune UPC 8 1260902139 9
173 Win Pigs Fly UPC 8 1260902173 3	161 Peng-Win! UPC 8 1260902161 0	150 7-11-21 UPC 8 1260902150 4	138 Ca\$h In UPC 8 1260902138 2
172 \$25,000 Win It All UPC 8 1260902172 6	160 Holiday Fun! UPC 8 1260902160 3	149 3-2 Won UPC 8 1260902149 8	137 \$15,000 Back Scratch UPC 8 1260902137 5
171 Bonus Bucks UPC 8 1260902171 9	159 Surprise Payout UPC 8 1260902159 7	148 7 UPC 8 1260902148 1	136 \$25,000 Richer! UPC 8 1260902136 8
170 Double Match UPC 8 1260902170 2	158 Max Money Win It All! UPC 8 1260902158 0	147 DE Dollars UPC 8 1260902147 4	135 777 UPC 8 1260902135 1
169 Cash Fall UPC 8 1260902169 6	157 Money Frenzy UPC 8 1260902157 3	146 Cube Crossword HD UPC 8 1260902146 7	134 #7 UPC 8 1260902134 4
168 Cash To Go! UPC 8 1260902168 9	156 50X The Money UPC 8 1260902156 6	145 Money Mayhem UPC 8 1260902145 0	132 Cupcake UPC 8 1260902132 0
167 Cash Line Bingo UPC 8 1260902167 2	155 20X The Money UPC 8 1260902155 9	144 Double Win UPC 8 1260902144 3	129 Double Dollars UPC 8 1260902129 0



# 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 March 1, 2020 thru March 31, 2020





## INSTANT TICKET(S) RETURN DIRECTIONS

Retailers automatically receive full credit value for all instant ticket returns upon receipt if entered correctly through the WAVE (lottery) terminal. After entering full and/or partial packs through the terminal, verify all instant tickets being returned are accounted for on the printed Instant Ticket Return Details report. To avoid any credit reversals, make sure the following steps are followed and completed.

- Select the tab INSTANT MANAGEMENT/RETURN PACK/ Select FULL or PARTIAL pack tab.
- Return a **FULL** pack by scanning the bar code located at the bottom of ticket back. You will not need to enter starting or ending tickets when returning FULL packs. *You **CANNOT** enter PARTIAL packs under the FULL pack return tab.*
- Return a **PARTIAL** pack by scanning the bar code located at the bottom of ticket back of the first ticket and the last ticket in the partial pack range. Beginning and ending ticket numbers must be entered for all partial packs of tickets. *You **CANNOT** enter FULL packs under the PARTIAL pack return tab.*
- Once all returns have been completed, two copies of the Instant Return Details report (Image 1) will print.
  - Sign one copy and retain the other copy for your files.
  - Get a blue or white UPS return package which is provided with monthly new instant games shipment. These bags are also available from your Field Representative or Tel Sell.
  - Remove the UPS A.R.S. (United Parcel Service Authorized Return Shipment) pre-paid return label (Image 2) from inside the return package.
    - Complete the "from" lines at the top of the UPS A.R.S label with Lottery retailer number, store name and address.
    - Remove the UPS A.R.S. bottom tracking sticker from the label and place onto **your** retained copy of the Instant Return Detail report. The numbers on the label track the return.
    - Place and secure the label onto package.
  - Place the signed Instant Return Details report along with all the tickets into the UPS return package.
  - Seal the return package.
  - **GIVE the return package to UPS asap.**

Image 1

Delaware Lottery Games

CURRENT JACKPOTS  
MM 12/13/2019 \$340.0M Est. Annuity  
PB 12/14/2019 \$150.0M Est. Annuity  
LA 12/14/2019 \$5.98M Est. Annuity  
WINNING NUMBERS delottery.com or  
800-338-6200  
Lottery tickets make great gifts!

DECEMBER 13, 2019 10:08:29  
NOT A TICKET  
INSTANT RETURNS DETAIL  
DECEMBER 13, 2019  
RETAILER

0137-009	041-059	\$95.00C
0137-009		\$4.75
0137-010	000-059	\$300.00C
0137-010		\$15.00
TOTAL		\$375.25C

Rep Signature \_\_\_\_\_  
Retailer Signature \_\_\_\_\_

NOT FOR SALE

Image 2

UPS DRIVER INSTRUCTIONS: YOU ARE AUTHORIZED TO ACCEPT THIS PACKAGE WITHOUT A PICKUP RECORD.

**A.R.S.**

FROM: Name: \_\_\_\_\_  
Street: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP Code: \_\_\_\_\_

SHIP TO: SCIENTIFIC GAMES  
CSP-DELAWARE INBOUND  
1575 MCKEE RD RM 101  
DOVER DE 19904

DE 199 9-30

UPS GROUND  
TRACKING #: 1Z 4F9 937 06 0111 1046

UPS Authorized Return Service® (REG 05/04/00/00/00 0110014 1/06 00)

REF # \_\_\_\_\_

GROUND A.R.S. TRACKING NUMBER 1Z 4F9 937 06 0111 1046 REF #/DATE \_\_\_\_\_