A large, stylized American flag graphic is positioned in the upper left corner of the page. The flag features a blue field with white stars and red and white stripes, rendered in a slightly faded, artistic style. The entire page is framed by a dark blue border.

July 20, 2020

## July Marketing Envelope

Welcome to the July 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 US 13 Dragway/Delaware International Speedway promotion.
3. A flyer on the Delaware International Speedway VIP Night promotion.



# NEW GAMES/ GAME CLOSEOUTS

July 13, 2020

## New Instant Scratch Games for August 2020 (4):

### 207 Being Delivered on Monday, August 3, 2020

Game 207 *Ca\$h Word* 60 \$5 Tickets in a Pack-value \$300 UPC 8 1260902207 5

### 204 Available to Order in August 2020 upon the sellout of DE 175 Treasure Hunt

Game 204 *Jewel Quest* 100 \$3 Tickets in a Pack-value \$300 UPC 8 1260902204 4

### 206 Available to Order in August 2020 upon the sellout of DE 180 Icy Hot 7

Game 206 *Red, White & Blue 7* 60 \$5 Tickets in a Pack-value \$300 UPC 8 1260902206 8

### 213 Available to Order on August 3, 2020

Game 213 *Cool Cat* 300 \$1 Tickets in a Pack-value \$300 UPC 8 1260902213 6

## Final Game Close Outs (4):

**Return Period August 3-21, 2020**

**Billing Date August 28, 2020**

**Announced End of Game/Sales: August 30, 2020**

**Winning tickets may be paid/claimed thru August 30, 2021**

### Return all tickets

153 *5X the Money*

157 *Money Frenzy*

166 *302*

181 *Typewriter Crossword*

AVAILABLE IN AUG 2020		RETURN 08/03-21/20	
DELIVERING 08/03/20			
213 Cool Cat UPC 8 1260902213 6	197 Scratch Party UPC 8 1260902197 9	183 Fab 4s UPC 8 1260902183 2	171 Bonus Bucks UPC 8 1260902171 9
210 Six Figures UPC 8 1260902210 5	196 Red Ball Doubler UPC 8 1260902196 2	182 Lion's Share UPC 8 1260902182 5	169 Cash Fall UPC 8 1260902169 6
209 Ca\$h Eruption UPC 8 1260902209 9	193 Ca\$h Club UPC 8 1260902193 1	181 Typewriter Crossword UPC 8 1260902181 8	168 Cash To Go! UPC 8 1260902168 9
208 Top Dollar UPC 8 1260902208 2	192 Bingo Extra UPC 8 1260902192 4	180 Icy Hot 7 UPC 8 1260902180 1	166 302 UPC 8 1260902166 5
207 Ca\$h Word UPC 8 1260902207 5	190 50X Payout UPC 8 1260902190 0	179 Jumbo Bucks UPC 8 1260902179 5	164 Love To Win UPC 8 1260902164 1
206 Red, White & Blue 7 UPC 8 1260902206 8	189 20X Payout UPC 8 1260902189 4	178 7-11-21 UPC 8 1260902178 8	163 Tic Tac Toad UPC 8 1260902163 4
205 \$\$ Craze UPC 8 1260902205 1	188 10X Payout UPC 8 1260902188 7	177 VIP Black UPC 8 1260902177 1	157 Money Frenzy UPC 8 1260902157 3
204 Jewel Quest UPC 8 1260902204 4	187 5X Payout UPC 8 1260902187 0	175 Treasure Hunt UPC 8 1260902175 7	153 5X The Money UPC 8 1260902153 5
201 Win It All \$25K Blowout! UPC 8 1260902201 3	186 Show Me \$100,000 Cash UPC 8 1260902186 3	174 Pink Ice/Blue Ice UPC 8 1260902174 0	148 7 UPC 8 1260902148 1
200 Plu\$ Money UPC 8 1260902200 6	185 Twisted UPC 8 1260902185 6	173 Win Pigs Fly UPC 8 1260902173 3	147 DE Dollars UPC 8 1260902147 4
199 Cash Drop UPC 8 1260902199 3	184 EZ Win It All UPC 8 1260902184 9	172 \$25,000 Win It All UPC 8 1260902172 6	135 777 UPC 8 1260902135 1
198 Double Match UPC 8 1260902198 6			



# Delaware Lottery Retailers

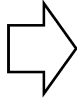


## Delaware Lottery Presents A NIGHT AT THE RACES

### PROMOTION RULES & ELIGIBILITY:

- Must be an active retailer by 8/01/20
  - 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 8/11/20 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 22, 2020 - Where: Rt 13 Speedway Delmar
- Modified, Late Model, AC Delco, RUSH, Mod-Lite + Little Lincolns & Chargers
    - 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.)