

A stylized graphic of the American flag, featuring white stars on a blue field and red and white stripes, positioned in the upper left corner of the page.

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

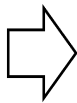


Win a Pair of Speedway or Dragway Tickets

PROMOTION RULES & ELIGIBILITY:

- Must be an active retailer by 6/01/20
- 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 begin on 7/6/20 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 410 Grudge Dreams, Chevy Show Shine & Drag & Fast Ford Sunday).

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 TO BE ELIGIBLE TO WIN****

Retailer #: _____ Store Name: _____

Your Name: _____

Email Address: _____

Phone Number: _____ Alt Phone Number: _____

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

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.)