

July 19, 2021

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 upcoming Lucky For Life Draw Day change.
3. A flyer on the Delaware International Speedway VIP Night promotion.
4. A flyer on the Blue Rocks Café Night.



**INSTANT
GAMES**

NEW GAMES/ GAME CLOSEOUTS

July 12, 2021

New Instant Scratch Games (5):

4 Games being delivered on Monday, August 2, 2021

Game 247 <i>Triple 777</i>	150 \$2	Tickets in a Pack-value \$300	UPC 8 1260902247 1
Game 267 <i>Double It!</i>	300 \$1	Tickets in a Pack-value \$300	UPC 8 1260902267 9
Game 270 <i>Lots of Dollars</i>	30 \$10	Tickets in a Pack-value \$300	UPC 8 1260902270 9
Game 272 <i>Bonus Money</i>	30 \$20	Tickets in a Pack-value \$600	UPC 8 1260902272 3

1 Game Available to Order in August 2021

Upon sellout of DE 242 Dreamin' XXL in Lottery Warehouse and at Store Level

Game 266 <i>Cash Extreme</i>	24 \$25	Tickets in a Pack-value \$600	UPC 8 1260902266 2
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Final Game Close Outs (6):

Return Period August 2-20, 2021

Billing Date August 27, 2021

Announced End of Game/Sales: August 29, 2021

Winning tickets may be paid/claimed thru August 29, 2022

Return all tickets

204 *Jewel Quest*
232 *\$50K Mayhem*
235 *Unlock It!*

Return all full packs and one partial pack

212 *Stinkin' Rich*
215 7-11-21
227 *Double Money Match*

DELIVERING 08/02/2021		RETURN 08/02-20/2021	
Available In August 2021			
272 Bonus Money UPC 8 1260902272 3	259 Win It All UPC 8 1260902259 4	247 Triple 777 UPC 8 1260902247 1	235 Unlock It! UPC 8 1260902235 8
270 Lots of Dollars UPC 8 1260902270 9	257 Shades of Green UPC 8 1260902257 0	246 \$4K Madness UPC 8 1260902246 4	233 Cash Dash UPC 8 1260902233 4
267 Double It! UPC 8 1260902267 9	256 7-11-21 UPC 8 1260902256 3	245 Money Bag UPC 8 1260902245 7	232 \$50K Mayhem UPC 8 1260902232 7
266 Cash Extreme UPC 8 1260902266 2	255 Power 5s UPC 8 1260902255 6	244 Ca\$h Plu\$ UPC 8 1260902244 0	231 \$40,000 Richer UPC 8 1260902231 0
265 Fantastic Money Mania UPC 8 1260902265 5	254 50X the win UPC 8 1260902254 9	243 Wild \$ Frenzy UPC 8 1260902243 3	227 Double Money Match UPC 8 1260902227 3
264 Ultimate 7's UPC 8 1260902264 8	253 20X the win UPC 8 1260902253 2	242 Dreamin' XXL UPC 8 1260902242 6	216 Win Win It All UPC 8 1260902216 7
263 Path to Riches UPC 8 1260902263 1	252 10X the win UPC 8 1260902252 5	241 Picture Puzzle Fun UPC 8 1260902241 9	215 7-11-21 UPC 8 1260902215 0
262 Crossword UPC 8 1260902262 4	251 5X the win UPC 8 1260902251 8	240 Loose Change® UPC 8 1260902240 2	212 Stinkin' Rich UPC 8 1260902212 9
261 Wild Cash Multiplier UPC 8 1260902261 7	250 Double Match UPC 8 1260902250 1	239 The Money Game UPC 8 1260902239 6	204 Jewel Quest UPC 8 1260902204 4
260 Money Wonder UPC 8 1260902260 0	249 Mega Cash UPC 8 1260902249 5	238 Big Money UPC 8 1260902238 9	202 Cash Cow UPC 8 1260902202 0



Advance draws for POWERBALL® will begin stepping down in preparation of the addition of Monday as a draw day.
Draw days will be Monday, Wednesday and Saturday.

DATE	AFTER	AVAILABLE DRAWS
Saturday, July 17, 2021	9:45 PM	10
Wednesday, July 21, 2021	9:45 PM	9
Saturday, July 24, 2021	9:45 PM	8
Wednesday, July 28, 2021	9:45 PM	7
Saturday, July 31, 2021	9:45 PM	6
Wednesday, August 4, 2021	9:45 PM	5
Saturday, August 7, 2021	9:45 PM	4
Wednesday, August 11, 2021	9:45 PM	3
Saturday, August 14, 2021	9:45 PM	2
Wednesday, August 18, 2021	9:45 PM	1
Saturday, August 21, 2021	9:45 PM	0

Sales will begin on **Sunday, August 22** for 10 open draws.
The first drawing will take place on **Monday, August 23.**

Delaware Lottery Retailers



Delaware Lottery Presents A NIGHT AT THE RACES

PROMOTION RULES & ELIGIBILITY:

- Must be an active retailer by 8/01/21
 - 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 8/11/21 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 21, 2021 - 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: _____

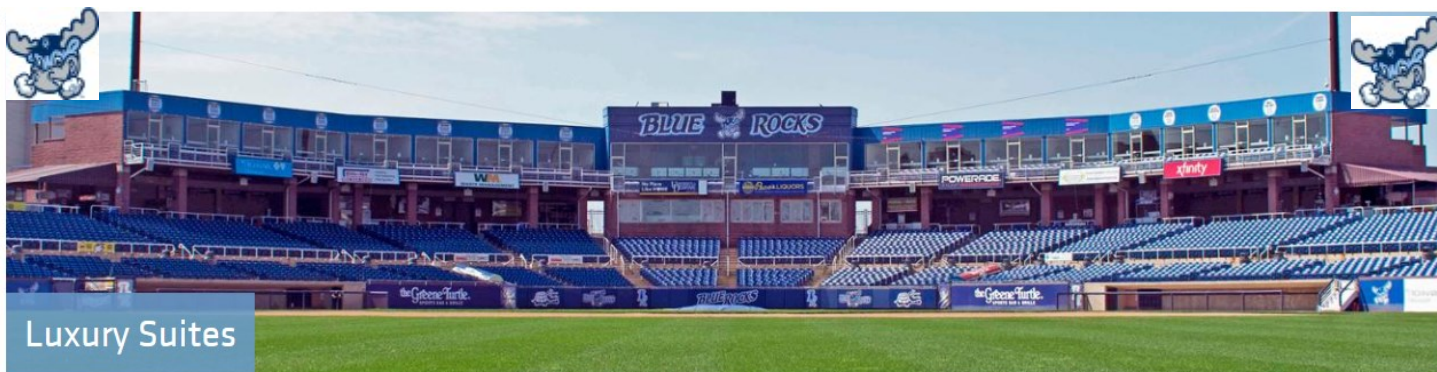
Your Name: _____

Email Address: _____

Phone Number: _____ Alt Phone Number: _____

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

By entering this contest all winners consent to having their picture taken and used in promotional publications



Win 2 Blue Rocks Sky Box Tickets

August 14, 2021

Game 6:05 P M

Frawley Stadium—Wilmington

Skybox Cafe
seats!
Lots of fun
and great
food!



Wilmington Blue Rocks vs. Brooklyn



Enjoy complimentary food and beverages.

If you are interested in attending the game, please fill out the form below.

Your name will be entered into a random drawing.

One entry per person. One name per entry. Entries due by August 6, 2021.

Drawing will be held on August 9, 2021 Lucky winners will be notified by August 10, 2021.

Must be an active retailer by March 30, 2020

**Recipient of prize must be an active employee of the store at the time of the drawing.*



YES, I want to see the BLUE ROCKS.

First name: _____ **Last name:** _____

Store name: _____ **Retailer number:** _____

Phone number: _____ **Alt. phone number:** _____

Email Address: _____

Mail or fax to the Lottery:

Attn: Blue Rocks Tickets
1575 McKee Road Suite 102
Dover, DE 19904
Fax 302-739-7586



Please print. All fields must be completed.

By entering this contest, all winners consent to having their name and photo used in promotional publications