

April 25, 2022

April Marketing Envelope

Welcome to the April 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 new Digital Coupon.
3. A flyer on the Blue Rocks promotion.
4. A flyer on the DE State Fair Concert Series promotion.





**INSTANT
GAMES**

NEW GAMES/ GAME CLOSEOUTS

April 14, 2022

New Instant Scratch Games (3):

Delivery Date: Monday, May 2, 2022

Game 305 <i>Win It All Bonus</i>	150 \$2 Tickets in a Pack-value \$300	UPC 8 1260902305 8
Game 309 <i>\$100K Ultimate Cash</i>	30 \$20 Tickets in a Pack-value \$600	UPC 8 1260902309 6
Game 310 <i>Winner Winner Chicken Dinner</i>	300 \$1 Tickets in a Pack-value \$300	UPC 8 1260902310 2

Final Game Close Outs (2):

Return Period May 2-20, 2022

Billing Date May 27, 2022

Announced End of Game/Sales: May 29, 2022

Winning tickets may be paid/claimed thru May 29, 2023

Return all full packs and one partial pack

266 *Cash Xtreme*

Return all tickets

268 *Win It All*

DELIVERY 05/02/22

RETURN 05/02-20/22

310 WinWin Chicken Dinner UPC 8 1260902310 2	295 Cash Word UPC 8 1260902295 2	286 5X Bonus UPC 8 1260902286 0	271 Hello Money! UPC 8 1260902271 6
309 \$100 Ultimate Cash UPC 8 1260902309 6	294 Wild Bingo UPC 8 1260902294 5	279 Multiply Your Money UPC 8 1260902279 2	270 Lots of Dollars UPC 8 1260902270 9
307 Fat Wallet UPC 8 1260902307 2	293 Double Match UPC 8 1260902293 8	278 Money To Go! UPC 8 1260902278 5	269 Cash Back UPC 8 1260902269 3
305 Win It All Bonus UPC 8 1260902305 8	292 Cats vs Dogs UPC 8 1260902292 1	277 Xtreme Win It All UPC 8 1260902277 8	268 Win It All UPC 8 1260902268 6
302 Puzzle Payout UPC 8 1260902302 7	291 Ca\$h In! UPC 8 1260902291 4	276 Cash Crush UPC 8 1260902276 1	267 Double It! UPC 8 1260902267 9
301 Triple 777 UPC 8 1260902301 0	290 Cash Craze UPC 8 1260902290 7	275 Money Spinner UPC 8 1260902275 4	266 Cash Xtreme UPC 8 1260902266 2
300 7-11-21 UPC 8 1260902300 3	289 50X Bonus UPC 8 1260902289 1	274 Feelin' Lucky UPC 8 1260902274 7	258 Jumbo Bucks UPC 8 1260902258 7
298 Serious Money UPC 8 1260902298 3	288 20X Bonus UPC 8 1260902288 4	273 \$1,000 Mayhem UPC 8 1260902273 0	257 Shades of Green UPC 8 1260902257 0
296 Winning 7 UPC 8 1260902296 9	287 10X Bonus UPC 8 1260902287 7	272 Bonus Money UPC 8 1260902272 3	246 \$4K Madness UPC 8 1260902246 4

ATTN: Retailers

New Digital Coupon

The Lottery will begin offering digital coupons in April. Players may receive this coupon via email or text. Players may present the coupon on their phone, tablet or it may be printed. Coupons can be used for any Lottery product. Scan the barcode to validate. The digital coupon is the same as the current paper DELAWARE LOTTERY COUPON.

Congratulations! – Lottery Coupon Winner » Inbox x

delaware.lottery@delottery.com via sendgrid.me
to me ▾

Dear Lottery Player,

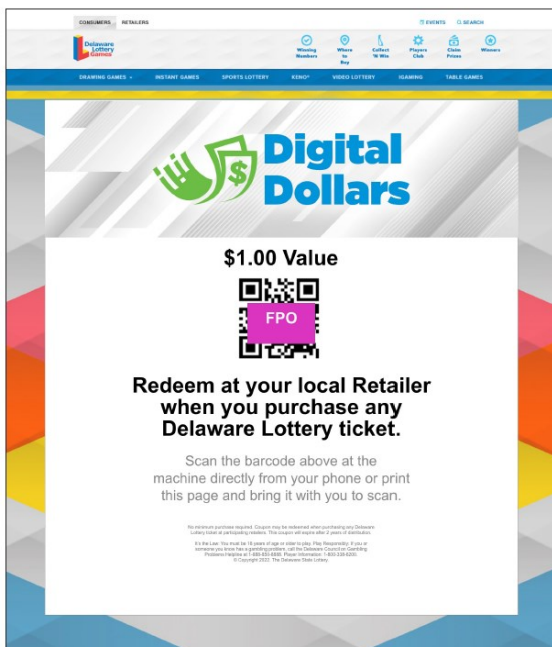
Please redeem at your favorite Lottery retailer



299-00001-0-008
-01-
508372309530

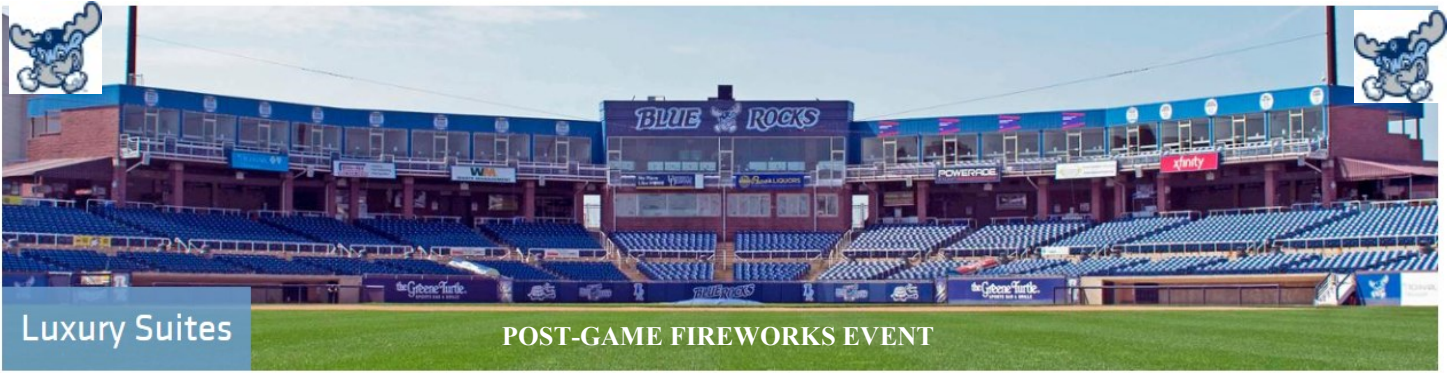
2990000100850837230901530

← **Email version**



← **Text version**





Luxury Suites

POST-GAME FIREWORKS EVENT

Win 2 Blue Rocks Sky Box Tickets

Skybox Café seats!
Lots of Fun and great
food! Post-Game
Fireworks Too!

July 1, 2022
Game 6:35 P M
Frawley Stadium—Wilmington



Wilmington Blue Rocks vs. Jersey Shore



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 June 15 2022.

Drawing will be held on June 21, 2022

Must be an active retailer by June 1, 2022

**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

WIN (2) FREE CONCERT TICKETS



ATTENTION DELAWARE LOTTERY RETAILERS

The Lottery has a limited number of concert tickets to award to retailers.

Mail or Fax the form below with your selected concert choice(s)

Entries must be received by Friday July 08, 2022.

The drawing will be conducted on Wednesday July 13.

Winner will be notified Monday July 18. GOOD LUCK!

MAIL OR FAX
ENTRY
TO:



Delaware Lottery
Attn: SUMMER CONCERT SERIES
1575 McKee Road, Suite 102
Dover, DE 19904
Fax: 302-739-7586

PROMOTION RULES & ELIGIBILITY

- **Must be an active Delaware Lottery Retailer by July 1, 2022**
- **Recipient of prize must be an active employee of the store at time of drawing**
- **Multiple entries per store allowed, but one entry per person**
- **Recipient of prize must be 18yrs or older**

CONCERTS: July 21—Sam Hunt

July 22—Halestorm

July 23—Nelly

July 24—Demolition Derby

July 25—Trace Atkins

July 26—Toby Mac

July 27—ZZ Top

July 29—Frank Reyes

July 30—Hank Williams Jr.

YOU MUST CIRCLE YOUR CONCERT SELECTION(S) ABOVE IN ORDER TO BE ELIGIBLE

Retailer # _____

Store Name: _____

Your Name: _____

Phone Number: _____

Alt. Phone Number: _____



Delaware Lottery
Attn: Summer Concert
Series
1575 McKee Road,
Suite 102
Dover, DE 19904
FAX: (302) 739-7586

*** For more concert details go to www.delawarestatefair.com**

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