

May 23, 2022

May Marketing Envelope

Welcome to the May 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 DE International Speedway/US 13 Dragway promotion.
3. A flyer on the VIP Night at DE International Speedway/US 13 Dragway promotion.



NEW GAMES/GAME CLOSEOUTS



**INSTANT
GAMES**

May 11, 2022

New Instant Scratch Games (5):

Delivery Date: Monday, June 6, 2022

Game 304 <i>Take 5</i>	300 \$1 Tickets in a Pack-value \$300	UPC 8 1260902304 1
Game 308 <i>Find \$\$\$</i>	30 \$10 Tickets in a Pack-value \$300	UPC 8 1260902308 9
Game 314 <i>Double Stacked</i>	150 \$2 Tickets in a Pack-value \$300	UPC 8 1260902314 0
Game 315 <i>Red Hot Bingo</i>	100 \$3 Tickets in a Pack-value \$300	UPC 8 1260902315 7
Game 317 <i>Dual Crossword</i>	60 \$5 Tickets in a Pack-value \$300	UPC 8 1260902317 1

Final Game Close Outs (4):

Return Period June 6-24, 2022

Billing Date July 1, 2022

Announced End of Game/Sales: July 3, 2022

Winning tickets may be paid/claimed thru July 3, 2023

Return all full packs and one partial pack

246 *\$4K Madness*
267 *Double It!*

Return all tickets

257 *Shades of Green*
287 *10X Bonus* (\$2 FOG)

DELIVERY 06/06/22

RETURN 06/06-24/22

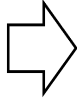
317 Dual Crossword UPC 8 1260902317 1	301 Triple 777 UPC 8 1260902301 0	289 50X Bonus UPC 8 1260902289 1	273 \$1,000 Mayhem UPC 8 1260902273 0
315 Red Hot Bingo UPC 8 1260902315 7	300 7-11-21 UPC 8 1260902300 3	288 20X Bonus UPC 8 1260902288 4	272 Bonus Money UPC 8 1260902272 3
314 Double Stacked UPC 8 1260902314 0	298 Serious Money UPC 8 1260902298 3	287 10X Bonus UPC 8 1260902287 7	271 Hello Money! UPC 8 1260902271 6
310 WinWin Chicken Dinner UPC 8 1260902310 2	296 Winning 7 UPC 8 1260902296 9	286 5X Bonus UPC 8 1260902286 0	270 Lots of Dollars UPC 8 1260902270 9
309 \$100 Ultimate Cash UPC 8 1260902309 6	295 Cash Word UPC 8 1260902295 2	279 Multiply Your Money UPC 8 1260902279 2	269 Cash Back UPC 8 1260902269 3
308 Find \$\$\$ UPC 8 1260902308 9	294 Wild Bingo UPC 8 1260902294 5	278 Money To Go! UPC 8 1260902278 5	267 Double It! UPC 8 1260902267 9
307 Fat Wallet UPC 8 1260902307 2	293 Double Match UPC 8 1260902293 8	277 Xtreme Win It All UPC 8 1260902277 8	258 Jumbo Bucks UPC 8 1260902258 7
305 Win It All Bonus UPC 8 1260902305 8	292 Cats vs Dogs UPC 8 1260902292 1	276 Cash Crush UPC 8 1260902276 1	257 Shades of Green UPC 8 1260902257 0
304 Take 5 UPC 8 1260902304 1	291 Ca\$h In! UPC 8 1260902291 4	275 Money Spinner UPC 8 1260902275 4	246 \$4K Madness UPC 8 1260902246 4
302 Puzzle Payout UPC 8 1260902302 7	290 Cash Craze UPC 8 1260902290 7	274 Feelin' Lucky UPC 8 1260902274 7	

Delaware Lottery Retailers



Win a Pair of Speedway or Dragway Tickets PROMOTION RULES & ELIGIBILITY:

- Must be an active retailer by 6/01/22
- 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 7/8/22 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 "Monsters of Metal" Monster Truck Show).**

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.)

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

Delaware Lottery Retailers

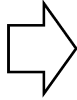


Delaware Lottery Presents A NIGHT AT THE RACES

PROMOTION RULES & ELIGIBILITY:

- Must be an active retailer by 7/01/22
 - 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 8/1/22 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 5, 2022 - 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