

DELAWARE STATE LOTTERY
1575 MCKEE ROAD
SUITE 102
DOVER, DE 19904

delottery.com

September 23, 2022

September Marketing Envelope

Welcome to the September Monthly Marketing Information Envelope. You receive this information each month with upcoming events for retailers and players, as well as your August High Tier winners to **post in your store**.

This month the following information is enclosed:

1. The New Games Letter, listing the new games coming out, and closing games.
2. A flyer for the DSU Football promotion.
3. A flyer for the UD Football promotion.
4. A flyer for the Delaware Thunder promotion.
5. A flyer on the Keep 'Em Full promotion.





NEW GAMES/ GAME CLOSEOUTS

September 15, 2022

New Instant Scratch Games (5):

4 Games being delivered on Monday, October 3, 2022

Game 316 Win It All Fast	60 \$5	Tickets in a Pack-value \$300	UPC 8 1260902316 4
Game 331 7-11-21	300 \$1	Tickets in a Pack-value \$300	UPC 8 1260902331 7
Game 332 Cash Flow	150 \$2	Tickets in a Pack-value \$300	UPC 8 1260902332 4
Game 341 Win \$100K!	30 \$20	Tickets in a Pack-value \$600	UPC 8 1260902341 6

1 Game Available to Order on Monday, October 17, 2022

Game 327 More Serious Money	20 \$30	Tickets in a Pack-value \$600	UPC 8 1260902327 0
-----------------------------	----------------	-------------------------------	--------------------

Final Game Close Outs (4):

Return Period October 3-21, 2022

Billing Date October 28, 2022

Announced End of Game/Sales: October 30, 2022

Winning tickets may be paid/claimed thru October 30, 2023

Return all tickets

300 7-11-21

Return ALL full packs and one partial

276 *Cash Crush* 291 *Cash In!*
277 *Xtreme Win It All*

DELIVERY 10/03/22		AVAILABLE 10/17/22		RETURN 10/03-21/22	
341 Win \$100K! UPC 8 1260902341 6	319 X The Money (\$1) UPC 8 1260902319 5	307 Fat Wallet UPC 8 1260902307 2	297 More Money! UPC 8 1260902297 6		
332 Cash Flow UPC 8 1260902332 4	318 Big Bucks Blowout UPC 8 1260902318 8	306 Jumbo Bucks prem edit UPC 8 1260902306 5	293 Double Match UPC 8 1260902293 8		
331 7-11-21 UPC 8 1260902331 7	317 Dual Crossword UPC 8 1260902317 1	305 Win It All Bonus UPC 8 1260902305 8	292 Cats vs Dogs UPC 8 1260902292 1		
327 More Serious Money UPC 8 1260902327 0	316 Win It All Fast UPC 8 1260902316 4	304 Take 5 UPC 8 1260902304 1	291 Ca\$h In! UPC 8 1260902291 4		
326 Whole Lotta Loot! UPC 8 1260902326 3	315 Red Hot Bingo UPC 8 1260902315 7	303 Ca\$h Dash UPC 8 1260902303 4	279 Multiply Your Money UPC 8 1260902279 2		
325 Deep Pockets UPC 8 1260902325 6	314 Double Stacked UPC 8 1260902314 0	302 Puzzle Payout UPC 8 1260902302 7	278 Money To Go! UPC 8 1260902278 5		
323 Bonus 7 UPC 8 1260902323 2	312 Cash Fever UPC 8 1260902312 6	301 Triple 777 UPC 8 1260902301 0	277 Xtreme Win It All UPC 8 1260902277 8		
322 X The Money (\$10) UPC 8 1260902322 5	310 WinWin Chicken Dinner UPC 8 1260902310 2	300 7-11-21 UPC 8 1260902300 3	276 Cash Crush UPC 8 1260902276 1		
321 X The Money (\$5) UPC 8 1260902321 8	309 \$100 Ultimate Cash UPC 8 1260902309 6	298 Serious Money UPC 8 1260902298 3	275 Money Spinner UPC 8 1260902275 4		
320 X The Money (\$2) UPC 8 1260902320 1	308 Find \$\$\$ UPC 8 1260902308 9		273 \$1,000 Mayhem UPC 8 1260902273 0		



Delaware Lottery Retailers



WIN a pair of **DELAWARE STATE HORNETS** HOME FOOTBALL GAME TICKETS

PROMOTION RULES & ELIGIBILITY:

- ◆ Multiple entries per store allowed, but one entry per person.
 - ◆ Must be an active retailer by 10/01/22.
- ◆ Recipient of tickets must be an active employee of the store at the time of the drawing.
- ◆ Drawings to begin on 10/12/22 and winner (s) will be notified before each game.

MAIL OR FAX ENTRY TO:		Delaware Lottery Attn: HORNETS TICKETS 1575 McKee Road, Suite 102 Dover, DE 19904 Fax: 302-739-7586
-----------------------------	-------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------

Home Game Dates: **Oct 29**— North Carolina Central - 2pm **Nov 12**—Morgan state— 2pm
Nov 19—Campbell University 2pm

****YOU MUST CIRCLE YOUR GAME SELECTION(S) ABOVE TO BE ELIGIBLE TO WIN****

Retailer #: _____ Name: _____

Store Name: _____

Phone Number: _____ Alt Phone Number: _____

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



Delaware Lottery Retailers



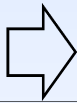
WIN a pair of UNIVERSITY OF DELAWARE BLUE HENS FOOTBALL HOME GAME TICKETS

PROMOTION RULES & ELIGIBILITY:

- Must be an active retailer by 9/01/22
- 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 begin on 9/28/22 and winner(s) will be notified before each game.
- **Mail or Fax the form below with your selected game choice(s) and you will be entered into a random drawing.**
 - **For a complete list of game dates & times go to www.bluehens.com**



MAIL OR FAX
ENTRY
TO:



Delaware Lottery
Attn: BLUE HEN
1575 McKee Road, Suite 102
Dover, DE 19904
Fax: 302-739-7586

Home Game Dates:

Towson **Oct 1** (Sat 3:00pm)—Morgan **Oct 22** (Sat 3:00pm)

Monmouth **Nov 5** (Sat 1:00pm)—Richmond **Nov. 12** (Sat 1:00pm)

****YOU MUST CIRCLE YOUR GAME SELECTION(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



You could WIN a pair of DELAWARE THUNDER HOME GAME TICKETS PROMOTION RULES & ELIGIBILITY:

- Must be an active retailer by 12/01/22
- 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 begin on 12/07/22 and winner(s) will be notified before each game.
- **Mail or Fax the form below with your selected game choice(s) and you will be entered into a random drawing.**
 - For a complete list of game dates & times go to www.delawarethunder.com

MAIL OR FAX
ENTRY
TO: 



Delaware Lottery
Attn: DELAWARE THUNDER
1575 McKee Road, Suite 102
Dover, DE 19904
Fax: 302-739-7586

Home Game Dates:

Dec 16 (Fri 7:00pm) **Dec 17** (Sat 7:00pm) **Dec 30** (Fri 7:30pm) **Dec 31** (Sat 7:00pm) **Jan 13** (Fri 7:30pm)
Jan 14 (Sat 7:00pm) **Jan 20** (Fri 7:30pm) **Jan 21** (Sat 7:00pm) **Jan 28** (Sat 7:00pm) **Feb 10** (Fri 7:30pm)
Feb 11 (Sat 7:00pm) **Feb 24** (Fri 7:30pm) **Feb 25** (Sat 7:00pm) **Mar 3** (Fri 7:30pm) **Mar 4** (Sat (7:00pm)
Mar 24 (Fri 7:30pm) **Mar 25** (Sat (7:00pm) **Apr 8** (Sat 7:00pm) **Apr 14** (Fri 7:30pm) **Apr 15** (Sat (7:00pm)

****YOU MUST CIRCLE YOUR GAME SELECTION(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.)



KEEP 'EM FULL Retailer Promotion



Go Scratch!



Dispenser with EMPTY BINS

INSTANT TICKET PROMOTION

ATTENTION RETAILERS & CLERKS!

Keep your instant ticket dispensers **full** of scratch tickets and **loaded correctly**, and you could win a **PRIZE** from the Lottery Mystery Shopper.

- **Full Units** mean that every slot must be filled with a Scratch game. You may split a pack into two slots if necessary.
- **Loaded Correctly** means that the ticket graphics side must be facing the players. The instructions side should not be visible to the players.

It's proven to increase sales!

Full Instant ticket dispenser units remind customers to buy tickets and stimulates impulse sales of instant tickets that increase your overall sales and your commission.

Your reward!

Every time the Lottery's Mystery Shopper finds all your display units full and loaded correctly, **ALL** Lottery selling clerks who are working when the Mystery Shopper visits will receive a prize!

When does it start?

The promotion runs from Monday, October 3, 2022 to Friday October 28, 2022

