

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

delottery.com

September 20, 2023

September Marketing Envelope

Welcome to the September 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 training flyer on scanning the 2D barcode.
3. A flyer for the DSU Football promotion.
4. A flyer for the UD Football promotion.





NEW GAMES/ GAME CLOSEOUTS

September 14, 2023

New Instant Scratch Game (1):

1 Game Available to Order on Monday, October 2, 2023

Game 376 Win Big Money

60 \$5 Tickets in a Pack-value \$300

UPC 8 1260902376 8

Final Game Close Outs (5):

Return Period October 2 - 20, 2023

Billing Date October 27, 2023

Announced End of Game/Sales: October 29, 2023

Winning tickets may be paid/claimed thru October 29, 2024

Return all tickets

361 Crossword X-tra \$5 (NOT GAME 377)

Return ALL full packs & one partial pack

327 More Serious Money \$30

341 Win \$100K \$20

AVAILABLE 10/02/23

RETURN 10/02-20/23

384 Cash Party UPC 8 1260902384 3	369 \$15,000 Back Scratch UPC 8 1260902369 0	360 Vault UPC 8 1260902360 7	348 Lucky 777 UPC 8 1260902348 5
382 Cash Wheel UPC 8 1260902382 9	368 Bonus Card Bingo UPC 8 1260902368 3	359 Double Match UPC 8 1260902359 1	347 Hang 10 UPC 8 1260902347 8
380 High Voltage Win It All UPC 8 1260902380 5	367 Super Win It All UPC 8 1260902367 6	358 7-11-21 UPC 8 1260902358 4	343 5X the Prize UPC 8 1260902343 0
377 Extra Cashword UPC 8 1260902377 5	366 Ice \$ Cream UPC 8 1260902366 9	357 Plug In UPC 8 1260902357 7	341 Win \$100K! UPC 8 1260902341 6
376 Win Big Money UPC 8 1260902376 8	365 Nothing But Cash! UPC 8 1260902365 2	355 \$50,000 Fortune UPC 8 1260902355 3	340 Hot & Sizzling UPC 8 1260902340 9
374 Deluxe Multiplier UPC 8 1260902374 4	364 Why Chicken Cross Road? UPC 8 1260902364 5	353 Baby, It's Spring Outside! UPC 8 1260902353 9	333 Make My Day! UPC 8 1260902333 1
373 50X Cash Splash UPC 8 1260902373 7	363 Cash Bonanza UPC 8 1260902363 8	351 Corner Payout UPC 8 1260902351 5	327 More Serious Money UPC 8 1260902327 0
372 20X Cash Splash UPC 8 1260902372 0	362 \$100 Grand Blowout UPC 8 1260902362 1	350 Scratch and Match UPC 8 1260902350 8	313 Bonus Play UPC 8 1260902313 3
371 10X Cash Splash UPC 8 1260902371 3	361 Crossword X-Tra™ UPC 8 1260902361 4	349 Plu\$ 7 UPC 8 1260902349 2	303 Ca\$h Dash UPC 8 1260902303 4
370 5X Cash Splash UPC 8 1260902370 6			

RETURN ONLY THE GAMES HIGHLIGHTED IN BLUE

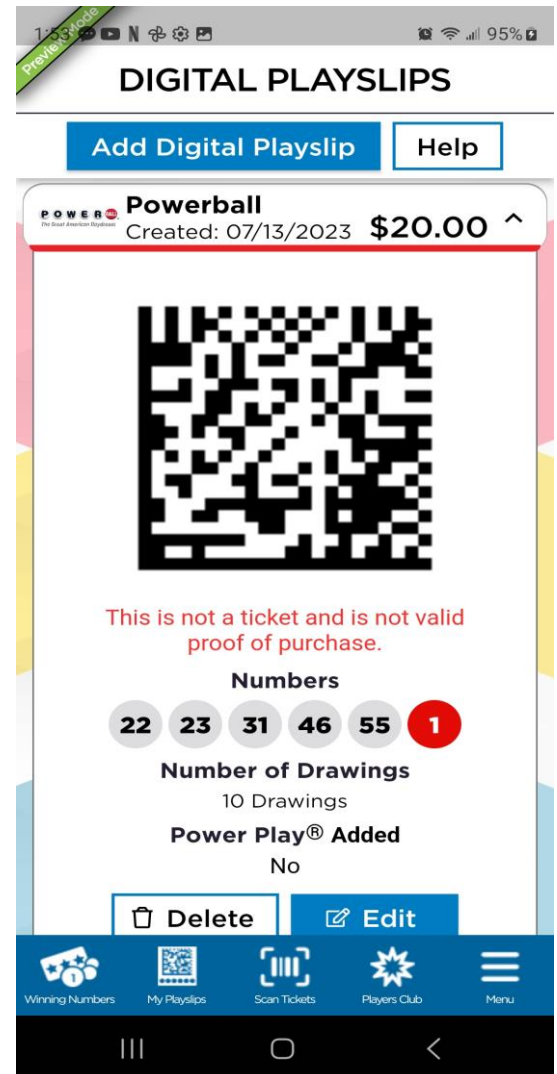
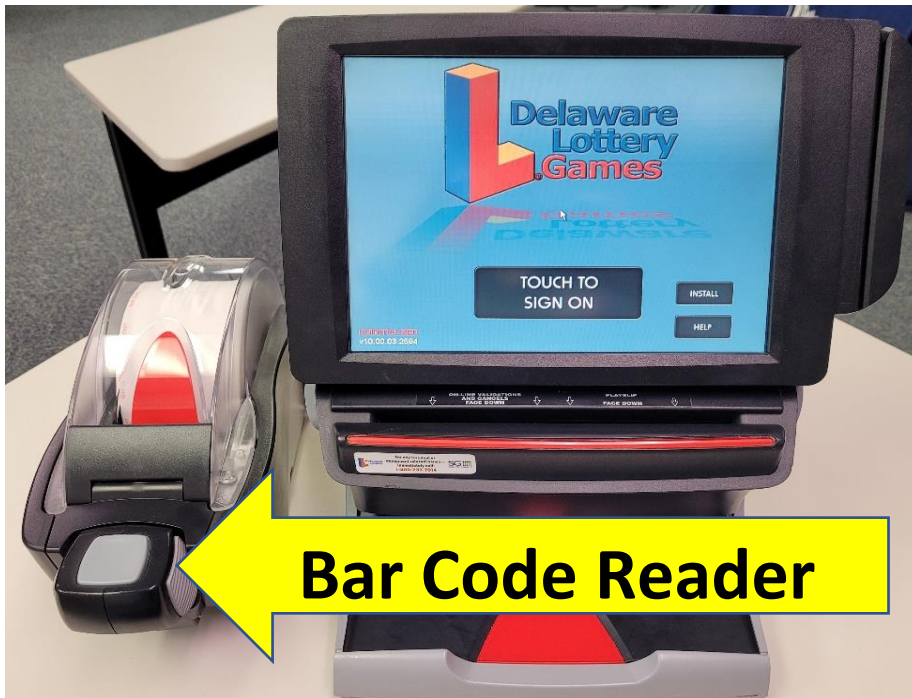


Procedural Update



With the New and Improved Players Club, customers can now have a digital playslip right on their cell phone.

To scan a Digital Playslip into the Wave terminal, place the customer's phone under the bar code reader.



Be sure the customer's phone screen is at full brightness and not in the proce of dimming.

Note: The Delaware Lottery will also occasionally will send out digital coupons via email or text. They work exactly the same way.



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 09/15/23.
- ◆ Recipient of tickets must be an active employee of the store at the time of the drawing.
- ◆ Drawings to begin on 09/25/23 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
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Home Game Dates: **Sept. 30**— Virginia University—1pm

Oct. 21—South Carolina State—12pm

Oct. 28—Howard University—12PM

Nov 11—Norfolk State University — 12pm

****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



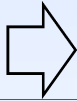
WIN a pair of UNIVERSITY OF DELAWARE BLUE HENS FOOTBALL HOME GAME TICKETS

PROMOTION RULES & ELIGIBILITY:

- Must be an active retailer by 9/15/23
- 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 9/25/23 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:

Duquesne **Oct 7** (Sat 3:00pm)—N.C. AT&T **Oct 14** (Sat 3:00pm)

Elon **Nov 4** (Sat 1:00pm)—Villanova **Nov. 18** (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.)