

**June 18, 2025**

## **June Marketing Envelope**

Welcome to the June 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 letter for iLottery.
3. A flyer for iLottery.
4. A flyer for iLottery FAQs.
5. A flyer for the Delaware International Speedway promotion.
6. A flyer on the Blue Rocks promotion.
7. A flyer on the State Fair Summer Concert Series promotion.

A photograph of a red plastic beach bucket and a yellow plastic shovel lying on a sandy beach. The bucket is on the left, partially buried in the sand, and the shovel is leaning against it. The background is a soft-focus view of the ocean and sky.

**Delaware State Lottery**



# JULY

## NEW GAMES & GAME CLOSEOUTS

### ACTIVATE & SELL THESE 4 NEW GAMES STARTING FRIDAY JUNE 27<sup>TH</sup>

NEW GAME NUMBER & NAME	TICKETS/PACK	TICKET PRICE	PACK VALUE	UPC CODE
Game 448 \$40,000 Fortune	30	\$10	\$300	8 12609 02448 2
Game 464 Fast Bucks	30	\$20	\$600	8 12609 02464 2
Game 466 Aces High	300	\$1	\$300	8 12609 02466 6
Game 471 Queen of Hearts	60	\$5	\$300	8 12609 02471 0

5 GAMES TO BE RETURNED BETWEEN 6/27/25 – 7/18/25			
\$3 417 DIAMOND BINGO UPC 8 12609 02417 8	\$5 418 FIRE7/ICE 7 UPC 8 12609 02418 5	\$30 426 \$300,000 PAYOUT UPC 8 12609 02426 0	\$2 428 777 UPC 8 12609 02428 4
\$5 430 PLU\$ THE MONEY UPC 8 12609 02430 7			

<b>Return Period: June 27 – July 18, 2025</b>	<b>Billing Date: July 25, 2025</b>
<b>Announced End of Game/Sales: July 27, 2025</b>	<b>Tickets may be paid/claimed through July 27, 2026</b>

CURRENT INSTANT GAMES			
AVAILABLE STARTING 6/27/25			
476 100X the Celebration UPC 8 12609 02476 5	459 10X The Cash UPC 8 12609 02459 8	450 BLOCK-O UPC 8 12609 02450 5	435 7-11-21 UPC 8 12609 02435 2
475 50X the Celebration UPC 8 12609 02475 8	458 5X The Cash UPC 8 12609 02458 1	449 Diamond Dash UPC 8 12609 02449 9	434 Hit It Big UPC: 8 12609 02434 5
474 20X the Celebration UPC 8 12609 02474 1	457 Power 3s Cashword UPC 8 12609 02457 4	448 \$40,000 Fortune UPC 8 12609 02448 2	431 WIN IT ALL UPC 8 12609 02431 4
473 10X the Celebration UPC 8 12609 02473 4	456 \$25,000 Large UPC 8 12609 02456 7	447 Jumbo Bucks UPC 8 12609 02447 5	427 Aces & 8s UPC 8 12609 02427 7
471 Queen of Hearts UPC 8 12609 02471 0	455 Show Me \$150K UPC 8 12609 02455 0	446 Cash on the Double UPC 8 12609 02446 8	425 Summer Dreamin' UPC 8 12609 02425 3
466 Aces High UPC 8 12609 02466 6	454 Crazy Cash UPC 8 12609 02454 3	445 ALL CASH UPC: 8 12609 02445 1	415 Get \$1,000 UPC 8 12609 02415 4
464 Fast Bucks UPC 8 12609 02464 2	453 \$50 or \$100 UPC 8 12609 02453 6	443 50 <sup>th</sup> Anniversary UPC: 8 12609 02443 7	410 Money Talks UPC 8 1260902410 9
461 50X The Cash UPC 8 12609 02461 1	452 Tic Tac Toe Tripler UPC 8 12609 02452 9	442 2 for \$2 UPC: 8 12609 02442 0	
460 20X The Cash UPC 8 12609 02460 4	451 Win Big UPC 8 12609 02451 2	441 Game of Thrones UPC: 8 12609 02441 3	





STATE OF DELAWARE  
DEPARTMENT OF FINANCE  
**STATE LOTTERY OFFICE**  
MCKEE BUSINESS PARK  
1575 MCKEE ROAD, SUITE 102  
DOVER, DELAWARE 19904-1903

OFFICE OF THE  
DIRECTOR

TELEPHONE: (302) 739-5291  
FAX: (302) 739-6706

May 19, 2025

Dear Lottery Retailers,

This letter is to inform you about the upcoming launch of our digital sales platform, iLottery, which is scheduled to go live in **June 2025**. We truly appreciate your continued support and feedback over the past year as we have worked together to shape this successful model. As a follow-up, we would like to recap key points from our discussions, address any concerns raised, and provide an overview of our upcoming launch.

**Program Overview:** The iLottery platform is designed to meet the growing demand for innovative, convenient entertainment options, particularly for tech-savvy customers. Initially, as requested from this group, iLottery will launch with e-Instant games first, with draw games expected to launch afterwards within the first year. Importantly, we believe this platform will create new revenue streams for both retailers and the state's general fund.

We have taken any concerns raised seriously and are committed to ensuring that the launch of iLottery benefits both the lottery and our retail partners. Below are some key points to consider:

- **Retail Growth:** Online sales have driven some of the fastest-growing retail sales in the U.S., and we expect iLottery to foster similar growth for our retail partners.
- **Attracting New Players:** iLottery is designed to appeal to a broader demographic, helping to expand the customer base for both retail and online channels.
- **Cross-Promotion and Engagement:** Retailers will have opportunities to implement cross-promotions and bonus offers that encourage players to engage with both online and retail channels, ensuring continued foot traffic to stores.
- **Expanding the Retail Customer Base:** iLottery will introduce new players to retail products by providing game information in the app, creating further growth opportunities for retailers.
- **Responsible Play:** The platform will include safeguards to monitor player behavior and promote responsible gaming.

- **Impact on Retail Traffic:** iLottery will not disrupt retail operations. Player sign-ups will be conducted entirely online, with dedicated customer support available to minimize any impact on your regular operations.

**Retailer Incentives:** We have enclosed the latest information on the iLottery retailer customer referral incentive program. These incentives are designed to ensure that both retail and online sales grow together. It's important to note that this program meets or exceeds what other states offer in terms of retailer incentives for iLottery, and some states provide no incentives at all.

- **Retailer Affiliates:** Retailers can choose from two affiliate payment programs:

Option #1: Earn \$50 per qualifying player you sign up.

Option #2: 10% Profit Share: Retailers will receive 10% of the Net Gaming Revenue (NGR) for players who sign up through in-store advertising or online marketing. The eligibility period for Profit Sharing will extend for 24 months, with annual evaluations.

To ensure your eligibility and proper setup for the iLottery Retailer Incentive Program by the go-live date, please contact your marketing representative by **June 2, 2025**.

As we approach the iLottery launch, we will continue to share further details and encourage open dialogue to address any additional questions or concerns. We deeply appreciate your ongoing partnership and support, and we look forward to collaborating with you to drive the growth of the lottery in this exciting new chapter.

Thank you once again for your engagement.

Sincerely,



Helene Keeley

Director



Barbara A. Miller

Deputy Director



## How much can I earn?

- It's up to you!
- Retailers who promote the program, in-store and on-line, earn more by gaining additional customers to signup.
- Plus, monthly payments are credited directly to your Lottery account

## What support will Lottery provide?

- Printed leaflets with your unique bonus code and a leaflet holder for display.
- Digital marketing assets such as various-sized on-line ad banners.
- Customer offer - The lottery will give your customers \$50 bonus money when they deposit \$10.
- Web portal for you to manage your referral account with reporting tools.
- Dedicated customer support.

## How can you promote iLottery?

- Promote in store with printed leaflets.
- Promote on-line through your website, mobile app, loyalty club or email database.
- Ask for the sale - Encourage your customers to sign up for iLottery using your unique bonus code.

## How do you participate?

- Go to <https://affiliate.deilottery.com/account/register> to learn more, sign up and start earning today!



**Earn Commissions.  
Scan to Join.**





# iLottery Customers Referral Program Frequently Asked Questions

JOIN TO EARN \$ EACH MONTH

## How can I log on to the platform?

To access your account, log in using this link:  
<https://affiliate.deilottery.com/account/login>.  
Use the username and password created when the account was registered.

## How can I view how many iLottery players signed up via my bonus code?

Log in to the customer referral platform. Once on the dashboard navigate to **Reports>Affiliate Report**. Be sure to select the appropriate Date range for which you would like to have your results displayed by filtering the **Date Range and/or Start/End date filters**. Once generated, you may view how many players registered and deposited for the selected period.

## How can I find my earned commission?

Log in to the customer referral platform. Once on the dashboard, navigate to **Reports> Affiliate**. Scroll to the right to view the "Total Commission" column to view your earned commission for any given period. Be sure to select the appropriate period for which you would like to have your results displayed by filtering the **Date Range and/or Start/End date filters**.

## How can I view past payments?

Log in to the customer referral platform. Once on the dashboard, navigate to **Reports>Payment History Report**. This report is a statement of commission earned and paid during a specified date range

## How can I obtain an overview of my performances for any given report?

Log in to the customer referral platform. Once on the dashboard, navigate to **Reporting>Vendor Report**. Be sure to select the appropriate period for which you would like have your results displayed by filtering the **Date Range and/or Start/End date**.

## How can I change my payment details?

Contact you affiliate program manager  
at: [affiliates@deilottery.com](mailto:affiliates@deilottery.com)

## What are DE iLottery games?

The DE Lottery website [www.deilottery.com](http://www.deilottery.com) features several online instant wins games.

The Lottery website is also accessible via the DE Lottery Official App.

**Earn Commissions.  
Scan to Join.**





## How can I earn money?

In order to earn money, you must follow these steps:

- **Join the iLottery Customer Referral Program** (which you've already done)
- Select your **preferred commission deal**.
- Select your **unique bonus code**.
- **Promote and get players to sign up** in order to earn commission.

## How do the commission deals differ?

- **Profit share for 24 months:** Earn 10% of net Gaming Revenue(NGR) for each new player who signs up via your in-store advertising and/or players who sign up via your online marketing efforts.
- **Cost Per Acquisition (CPA):** Earn \$50 per player you sign up. Players must make a minimum \$10 deposit and wager \$10.

## What is a bonus code?

When customers sign up for iLottery, they are asked to enter a **bonus code** during the registration process. This enables the DE Lottery to link every new customer to a specific retailer. It is up to you to choose the code you want your customers to use. The code must be a **maximum of 10 characters and consist of both letters and numbers**.

## How can I promote?

To earn money, you must promote to gain new customers. As a retailer you can promote **in-store using printed marketing materials and/or you can promote online** through the use of your website/email database.

## Do I need to print my own marketing materials?

**No.** Please be aware that the necessary printed marketing materials will be delivered to you. Once your application is accepted, you will receive the necessary materials within **three to four weeks**.

## Can existing players use your bonus code?

No. Bonus codes can only be used by new iLottery players who sign up.





## Win a Pair of Speedway or Dragway Tickets

### PROMOTION RULES & ELIGIBILITY:

- Must be an active retailer by 5/01/25
- 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 6/1/25 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\*\***

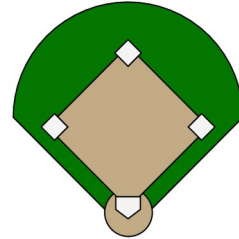
Retailer #: \_\_\_\_\_ Store Name: \_\_\_\_\_

Your Name: \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Alt Phone Number: \_\_\_\_\_





## ATTENTION DELAWARE LOTTERY RETAILERS

Enjoy a complimentary pair of tickets (2) to any regular season home game.

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

Your name will be entered into a random drawing.

One entry per person. One name per entry.

Drawings will continue while supplies last.

*Must be an active retailer by June 1, 2025.*



**YES, I want to see the BLUE ROCKS.**

**First name:** \_\_\_\_\_ **Last name:** \_\_\_\_\_

**Store name:** \_\_\_\_\_ **Retailer number:** \_\_\_\_\_

**Cell 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 Monday July 7, 2025.**

The drawing will be conducted on Wednesday July 9.

Winners will be notified by Friday July 11. 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, 2025**
- **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 18—Demo Derby

July 19—Riley Green

July 20—"Fluffy" Iglesias

July 21—Blues Traveler

July 22 —Cece Winans

July 23—Gavin Adcock

July 24—Russell Dickerson

July 25—T.I.

July 26— Big & Rich

**\*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](http://www.delawarestatefair.com)**

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