



December 19, 2018

December Marketing Envelope

Welcome to the December 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 for University of Delaware Basketball tickets.
3. A flyer for Delaware State University Basketball tickets.
4. A flyer on the Keep 'Em Full promotion.



**INSTANT
GAMES**

NEW GAMES / GAME CLOSEOUTS

December 10, 2018

New Instant Scratch Games (5):

Delivery Date Monday, January 7, 2019:

Game 110 <i>Match 3 Tripler</i>	300	\$1 Tickets in a Pack-value \$300	UPC 8 1260902110 8
Game 111 <i>Cash X5</i>	300	\$1 Tickets in a Pack-value \$300	UPC 8 1260902111 5
Game 112 <i>Cash X10</i>	150	\$2 Tickets in a Pack-value \$300	UPC 8 1260902112 2
Game 113 <i>Cash X20</i>	60	\$5 Tickets in a Pack-value \$300	UPC 8 1260902113 9
Game 114 <i>Cash X50</i>	30	\$10 Tickets in a Pack-value \$300	UPC 8 1260902114 6

Final Game Close Outs (10):

Return/Pick Up Period: January 7-25, 2019

Billing Date February 1, 2019

Announced End of Game/Sales: February 3, 2019

Winning tickets may be paid/claimed thru February 3, 2020

Return all full packs and one partial pack

845 Funky 5's	866 Play Ball!
857 Color Me Happy	869 Bingo Numbers
861 777	873 \$15,000 Bonus Play
862 Awesome 8's	

Return all tickets

868 In the Green
872 Cash Blast
878 50X the bucks

DELIVERED 01/07/19

PICKUP 01/07-25/19

114 Cash X50 UPC 8 1260902114 6	104 Holiday Cash UPC 8 1260902104 7	894 Prize Piggy UPC 8 1260902894 7	883 Check Refund UPC 8 1260902883 1	870 \$250 Grand UPC 8 1260902870 1
113 Cash X20 UPC 8 1260902113 9	103 Money Plus UPC 8 1260902103 0	893 Lucky 13 UPC 8 1260902893 0	882 Cool Heat Wave UPC 8 1260902882 4	869 Bingo Numbers UPC 8 1260902869 5
112 Cash X10 UPC 8 1260902112 2	102 Double Sided Dollars UPC 8 1260902102 3	892 Golden Ticket™ UPC 8 1260902892 3	879 Loaded UPC 8 1260902879 4	868 In The Green UPC 8 1260902868 8
111 Cash X5 UPC 8 1260902111 5	101 Cinco 5 Spot UPC 8 1260902101 6	891 Bonus Payout UPC 8 1260902891 6	878 50X the bucks UPC 8 1260902878 7	867 7-11-21 UPC 8 1260902867 1
110 Match 3 Tripler UPC 8 1260902110 8	100 Diamond Bingo UPC 8 1260902100 9	890 Buried Treasure UPC 8 1260902890 9	877 20X the bucks UPC 8 1260902877 0	866 Play Ball! UPC 8 1260902866 4
109 Money Clip UPC 8 1260902109 2	899 Neon 7 UPC 8 1260902899 2	889 Lucky UPC 8 1260902889 3	876 10X the bucks UPC 8 1260902876 3	862 Awesome 8's UPC 8 1260902862 6
108 \$25,000 Cashtastic UPC 8 1260902108 5	898 Mad Money Win All UPC 8 1260902898 5	888 \$ UPC 8 1260902888 6	875 5X the bucks UPC 8 1260902875 6	861 777 UPC 8 1260902861 9
107 Money Tree UPC 8 1260902107 8	897 BlockBusterCword UPC 8 1260902897 8	887 Lucky 7 UPC 8 1260902887 9	874 Black Ice 7s UPC 8 1260902874 9	860 Fast Money UPC 8 1260902860 2
106 Ten Elves UPC 8 1260902106 1	896 Money Explosion UPC 8 1260902896 1	886 full of money UPC 8 1260902886 2	873 \$15K Bonus Play UPC 8 1260902873 2	857 Color Me Happy UPC 8 1260902857 2
105 S Greetings/H Wishes UPC 8 1260902105 4	895 It Takes 2 UPC 8 1260902895 4	884 Jumbo Bucks UPC 8 1260902884 8	872 Ca\$h Blast UPC 8 1260902872 5	845 Funky 5's UPC 8 1260902845 9

**Men's
Basketball**



**Women's
Basketball**



ATTN: Delaware Lottery Retailers! You could win a pair of
UD Blue Hens
Men's and Women's Basketball home game tickets.

RULES & ELIGIBILITY:

- Multiple entries per store allowed, but **one** entry per person.
 - Must be an active retailer by 12/1/18.
- Recipient of tickets must be an active employee of the store at the time of the drawing.
 - Drawing to be begin 12/26/18 and winners will be notified prior to each game.

Mail or Fax the form below with your selected game choices and you will be entered into a random drawing.

MAIL OR
FAX
ENTRY
TO: ➡



Delaware Lottery

- **Attn: Blue Hens Basketball**
1575 McKee Road, Suite 102
Dover, DE 19904
Fax: 302-739-7586

MEN'S home game dates: Sat 1/5-7pm, Thurs. 1/17-7pm, Sat 1/19-7pm,
Sat 1/26-2pm, Thurs. 2/7-7pm, Sat 2/9-7pm, Thurs. 2/28-7pm, Sat 3/2-4pm

WOMEN'S Home game dates: Sun 1/6-2:pm, Sun 1/13-2pm, Fri 1/25-12pm,
Sun 1/27-1pm, Fri 2/15-7pm, Sun 2/17-2pm, Fri 3/1-7pm, Sun 3/3-2pm

Retailer #: _____ Name: _____

Store Name: _____

Phone Number: _____ Alt Phone Number: _____

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

**Men's
Basketball**



**Women's
Basketball**



ATTN: Delaware Lottery Retailers! You could win a pair of
DSU Hornets

Men's and Women's Basketball home game tickets.

RULES & ELIGIBILITY:

- Multiple entries per store allowed, but **one** entry per person.
 - Must be an active retailer by 12/1/18.
- Recipient of tickets must be an active employee of the store at the time of the drawing.
 - Drawing to be begin 12/26/18 and winners will be notified prior to each game.

Mail or Fax the form below with your selected game choices and you will be entered into a random drawing.

**MAIL OR
FAX
ENTRY
TO:** ➡



**Delaware Lottery
Attn: Hornets Basketball
1575 McKee Road, Suite 102
Dover, DE 19904
Fax: 302-739-7586**

MEN'S home game dates: Mon 1/7-7:30pm, Sat 1/12-4pm, Mon 1/14-7:30pm,
Sat 2/2-4pm, Mon 2/4-7:30pm, Sat 2/23-4pm, Sat 3/2-4pm, Mon 3/4-7:30pm

WOMEN'S Home game dates: Mon 1/7-5:30pm, Sat 1/12-2pm, Mon 1/14-5:30pm,
Sat 2/2-2pm, Mon 2/4-5:30pm, Sat 2/23-2pm, Sat 3/2-2pm, Mon 3/4-5:30pm

Retailer #: _____ **Name:** _____

Store Name: _____

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, Jan 7, 2019 to Friday, February 22, 2019

