

May 18, 2018

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 Blue Rocks promotion.
3. A flyer on the Kane Brown concert promotion.





Win 2 Blue Rocks Sky Box Tickets

Skybox Cafe
seats!
Lots of fun
and great
food!

June 30, 2018
Game 6:05 P M
Frawley Stadium—Wilmington

Wilmington Blue Rocks vs. Winston Salem



Enjoy complimentary food and beverages.

If you are interested in attending the game, please fill out the form below. Your name will be entered into a random drawing. One entry per person. One name per entry.

Multiple entries per store allowed. Please make copies of the form.

Mail or fax to the Lottery office. Entries due by June 15, 4:30 p.m.

Drawing will be held on June 18. Lucky winners will be notified by June 20.

Must be an active retailer by May 30, 2018

**Recipient of prize must be an active employee of the store at the time of the drawing.*

YES, I want to see the BLUE ROCKS.

First name: _____ **Last name:** _____

Store name: _____ **Retailer number:** _____

Phone number: _____ **Alt. phone number:** _____

Delaware Lottery * Attn: Blue Rocks Tickets * 1575 McKee Road
Suite 102 * Dover, DE 19904
Fax 302-739-7586

Please print. All fields must be completed.





WIN (2) FREE TICKETS TO SEE

Kane Brown



The Delaware Lottery is proud to be a sponsor of the **KANE BROWN** concert with *special guests*, held on the **Delaware State Fairgrounds** in the **Quillen Arena (The Q)** on **June 2, 2018** at **7pm**.

The Lottery has 5 pairs of the tickets to award to retailers.

PARTY at "The Q"
with Special Guests

~
JOSH PHILLIPS
and
SMITHFIELD

If you are interested in attending this concert, please complete the entry form below and mail or fax to Lottery Office by Friday May 25, 2018. Your name will be entered into a random drawing that will be conducted on Tuesday, May 29, 2018. If your name is drawn you will be contacted on that day*. Good Luck!!



YES, I want to see KANE BROWN in concert. Please enter me in the random drawing

Retailer # _____

Name: _____

Store Name: _____

Phone Number: _____

Alt. Phone Number: _____



Delaware State Lottery
Attn: **KANE BROWN** TKTS
1575 McKee Road, Suite 102
Dover, DE 19904

FAX: (302) 739-7586

*Must be an active retailer by May 1, 2018. Recipient of prize must be an active employee of the store at the time of the drawing.

* Copies of form and multiple entries per store allowed but one entry per person and one name per entry.



NEW GAMES/ GAME CLOSEOUTS

May 14, 2018

New Instant Scratch Games (4):

Delivery Date Monday, June 4, 2018

Game 882 <i>Cool Heat Wave</i>	300 \$1 Tickets in a Pack-value \$300	UPC 8 1260902882 4
Game 884 <i>Jumbo Bucks</i>	150 \$2 Tickets in a Pack-value \$300	UPC 8 1260902884 8
Game 885 <i>Win It All</i>	150 \$2 Tickets in a Pack-value \$300	UPC 8 1260902885 5
Game 887 <i>Lucky 7</i>	30 \$10 Tickets in a Pack-value \$300	UPC 8 1260902887 9

Final Game Close Out (10):

Return/Pick Up Period: June 4-22, 2018

Billing Date: June 29, 2018

Announced End of Game/Sales: July 1, 2018

Winning tickets may be paid/claimed thru July 1, 2019

Return all full packs and one partial pack

827 Money Bags

828 777

829 7-11-21

832 Pyramid Treasure

Return all tickets

834 Liquid Gold

838 Money Match

841 5X the money

848 \$25,000 Jackpot

Return all tickets

849 7s on Fire

850 Win Big!

DELIVERY 06/04/18

PICKUP 06/04-22/18

887 Lucky 7 UPC 8 1260902887 9	873 \$15K Bonus Play UPC 8 1260902873 2	863 Hidden Cash UPC 8 1260902863 3	850 Win Big! UPC 8 1260902850 3	838 Money Match UPC 8 1260902838 1
885 Win It All UPC 8 1260902885 5	872 Ca\$h Blast UPC 8 1260902872 5	862 Awesome 8's UPC 8 1260902862 6	849 7s On Fire UPC 8 1260902849 7	834 Liquid Gold UPC 8 1260902834 3
884 Jumbo Bucks UPC 8 1260902884 8	871 Money Stack UPC 8 1260902871 8	861 777 UPC 8 1260902861 9	848 \$25,000 Jackpot UPC 8 1260902848 0	833 Joker's Wild UPC 8 1260902833 6
882 Cool Heat Wave UPC 8 1260902882 4	870 \$250 Grand UPC 8 1260902870 1	860 Fast Money UPC 8 1260902860 2	847 7 UPC 8 1260902847 3	832 Pyramid Treasure UPC 8 1260902832 9
879 Loaded UPC 8 1260902879 4	869 Bingo Numbers UPC 8 1260902869 5	859 Cash Fever UPC 8 1260902859 6	846 Easy as... 1 2 3 UPC 8 1260902846 6	829 7-11-21 UPC 8 1260902829 9
878 50X the bucks UPC 8 1260902878 7	868 In The Green UPC 8 1260902868 8	858 Extra Money UPC 8 1260902858 9	845 Funky 5's UPC 8 1260902845 9	828 777 UPC 8 1260902828 2
877 20X the bucks UPC 8 1260902877 0	867 7-11-21 UPC 8 1260902867 1	857 Color Me Happy UPC 8 1260902857 2	843 20X the money UPC 8 1260902843 5	827 Money Bags UPC 8 1260902827 5
876 10X the bucks UPC 8 1260902876 3	866 Play Ball! UPC 8 1260902866 4	856 Cash In UPC 8 1260902856 5	842 10X the money UPC 8 1260902842 8	826 Cash Refund UPC 8 1260902826 8
875 5X the bucks UPC 8 1260902875 6	865 SpecEdition \$word UPC 8 1260902865 7	853 Holiday Surprise UPC 8 1260902853 4	841 5X the money UPC 8 1260902841 1	815 150k Blowout UPC 8 1260902815 2
874 Black Ice 7s UPC 8 1260902874 9	864 Red Hot Cash UPC 8 1260902864 0	851 Match 3 UPC 8 1260902851 0	840 Jumbo Bucks UPC 8 1260902840 4	806 Triple Cash UPC 8 1260902806 0
				793 Ca\$h Match® UPC 8 1260902793 3