

Retailer Information

# BECOME A DELAWARE LOTTERY RETAILER

It could earn you a lot.



DELOTTERY.COM

## Join us

You'll be adding a known product "BRAND" to your establishment that will enhance your other product lines.

This "BRAND" that is supported by:

- In-store Point-of-Sale
- Statewide Promotions
- Statewide Advertising
- Retailer & Clerk Promotions

## We'll drive customers to you, year-round

As our Retailers will tell you, the annual advertising and promotional programs provided by the Delaware Lottery generate lots of high-frequency traffic. And you'll come to build a base of regular players, who'll ring up extra sales in addition to their steady ticket purchases.

## A dedicated team behind you

Delaware Lottery sales and support personnel make sure you're up to date on the latest Lottery games and trends. They'll also provide you with the newest Retailer and consumer programs, as well as answer any questions you have.

Plus, you'll receive monthly marketing mailers packed with special promotions, flyers, high-tier winner posters and upcoming events.

Also included is our periodic publication, *Ticket Talk*, with Retailer profiles, new and expiring games, tips for increasing your Lottery business, and much more. The Delaware Lottery benefits all Delawareans, but it especially benefits our valued Retailers.



# AN ADDITIONAL REVENUE STREAM IN YOUR CURRENT LOCATION

Did you know the average  
income for Delaware Lottery  
Retailers in 2017 was

**\$20,966.29**

in commissions and bonuses?  
Many Retailers exceeded that!

# Here's a breakdown of your earnings potential

## Commissions

- Delaware Lottery Retailers receive a five percent (5%) sales commission for selling tickets for all games allowed by their license type.
- In addition, Retailers are paid a one percent (1%) commission for every prize redeemed in their store by players who win from \$1 to \$599.



## Bonuses

- A bonus of two percent (2%) of the prize amount is paid to Retailers when an Instant Game prize of \$100 and above is paid on a ticket sold in their store.
- A bonus of \$1,000 or one percent (1%) of the prize amount, whichever amount is greater, is paid to Retailers who sell a top-prize-winning ticket for MULTI-WIN LOTTO.
- A bonus of \$500 is paid to Retailers who sell a \$25,000 winning ticket for LUCKY FOR LIFE®.
- A bonus of \$5,000 is paid to Retailers who sell a top-prize-winning ticket for LUCKY FOR LIFE®.

- A bonus of \$1,000 is paid to Retailers who sell a winning LOTTO AMERICA<sup>SM</sup> ticket with a \$100,000 All-Star Bonus prize.
- A bonus of \$5,000 is paid to Retailers who sell a jackpot-winning ticket for LOTTO AMERICA<sup>SM</sup>.
- A bonus of \$10,000 is paid to Retailers who sell one of the following:
  - » Jackpot-winning ticket for POWERBALL®
  - » Jackpot-winning ticket for MEGA MILLIONS®
  - » POWERBALL® ticket that wins \$1 million
  - » POWERBALL® ticket with POWER PLAY that wins \$2 million
  - » MEGA MILLIONS® or MEGA MILLIONS® with MEGAPLIER ticket that wins \$1 million to \$5 million
- The Lottery pays periodic bonus commissions to Retailers who meet the requirements of its Retailer incentive program. Retailer incentive programs are based on increases in sales for certain Lottery games.

## Incentives

- There are additional incentives for Retailers to take advantage of throughout the year:
  - » Retailer/Clerk promotions
  - » Statewide promotions
  - » Recognition programs
  - » Special events

# INSTANT GAMES

**MULTI-WIN  
LOTTO**

**PLAY3®  
PLAY4®**



## Ready to become a Lottery Retailer?

Visit [delottery.com](http://delottery.com), click on Becoming a Retailer and then the New Applicant link, print and complete the application, and mail it to: Delaware State Lottery, 1575 McKee Road, Suite 102, Dover, DE 19904.

You can also request that an application package be mailed to you. If you have any questions during the application process, please contact our Licensing Specialist at 302-744-1629.

On behalf of all of us here at the Delaware Lottery, thank you for your interest in joining our growing network of Retailers.

