

TICKET TALK

Newsletter for Delaware Lottery Retailers • Issue 56 • delottery.com



Retailer Holiday Cash Promotion

This holiday season, the Delaware Lottery is giving away a total of \$10,000 in VISA Gift Cards to retailers and clerks, and we want you to be one of the winners. Look for more information in your October Monthly Mailer envelope. If you do not receive the information, please visit the Retailer/Promotions page at delottery.com to download your entry form. Winners will be announced on the Retailers/Promotions page by December 7, 2018. Good luck to all of our retailers.

Prize	# of Winners	Amount
1st	5	\$500
2nd	10	\$250
3rd	25	\$100
4th	50	\$50



How to Enter

Mail or fax your completed entry form to:
Lottery Holiday Promotion
P.O. Box 319, Cheswold, DE 19936
Fax: (302) 739-7586

Promotion Rules and Eligibility

Must be an active Delaware Lottery retailer by October 1, 2018.
Must be 18 years of age or older.
Winners must be active employees at the time of drawing.
Entry forms must be received by November 30, 2018 at 4PM.
The same person cannot win multiple times.
Multiple winners are allowed at the same retail location.

'Tis The Season

With the holiday season approaching, we will be launching a holiday campaign to promote Instant Games, Draw Games and Sports Pick. Encourage your guests to give the gift of Delaware Lottery Games this holiday season. Be on the lookout for our "Unwrap A Winner" and "Oh What Fun" advertisements.



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Instant Games

WILLY WONKA GOLDEN TICKET™

WILLY WONKA GOLDEN TICKET™ Instant Game is a great way to help increase your Instant Game ticket sales. In addition to a top prize of \$40,000, non-winning game tickets are eligible for the BILLION DOLLAR CHALLENGE™, a second-chance drawing that gives players a chance to win a trip to Las Vegas and a chance to win up to \$1 billion dollars. Have your customers visit delottery.com to enter their non-winning tickets now through February 18, 2019, for their chance to win up to \$1 billion dollars.

WILLY WONKA & THE CHOCOLATE FACTORY and all related characters and elements © and ™ Warner Bros. Entertainment Inc. (s18)



Look for these new Instant Games



- 894
PRIZE
PIGGY
- 899
NEON 7
- 102
DOUBLE SIDED
DOLLARS
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MONEY PLUS
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HOLIDAY CASH

5 Ways to Drive Sales

Display Jackpots

Jackpots help drive traffic. Prominently displaying jackpots in your window and in store will attract players and repeat customers.

Suggestive Selling

Introduce your customers to a new lottery experience by suggesting other games they may enjoy. If a customer is purchasing an Instant Game, remind them about upcoming draw game jackpots. If a customer is playing a draw game, talk about the newest Instant Games.

Create Excitement

When you create excitement about high jackpots, new Instant Games, and upcoming promotions, it's easier to get your customers excited about them too.

Display Winners

Post winners in your store and mention recent winners to customers.

Ask for the Sale

Remind customers at checkout about a high jackpot or upcoming promotion they might not want to miss out on.



There's Always a Big Jackpot

Just because the jackpot might be "lower" doesn't mean your sales should be. When MEGA MILLIONS® and POWERBALL® jackpots range between \$40 - 150 million, remember to keep your customers excited. After all, who wouldn't want to win \$40 million dollars?



Welcome New Retailers June 2018 - October 2018

We'd like to warmly welcome all of the following new Delaware Lottery Retailers:

- Country Corners #12 - Georgetown
- Dash In #292 - Claymont
- Greenville Shell - Wilmington
- Raceway Liquors - Dover
- United Check Cashing - Penn Mart - New Castle

Kenotes

The New Kenotes

Kenotes is now a part of *Ticket Talk*. All of the latest KENO® news for Delaware Lottery Retailers can now be found in every issue of *Ticket Talk*.

KENO® Retailer Spotlight Kirkwood Liquors

Darmesh Patel, owner of Kirkwood Liquors, has only been a retailer with the Delaware Lottery for over a year, but in that short amount of time, he has grown his KENO® sales as well as his overall Lottery sales. This location started selling KENO® as a non-monitor location. After a few weeks, it was obvious this was a location that warranted a KENO® monitor. Since installing the KENO® monitor, Darmesh has tripled his KENO® sales and has had increases in weekly sales ever since.

Great job, Darmesh.



Welcome New KENO® Retailers

Kirkwood Liquors - Bear
North DuPont Shell - New Castle
Dover Convenience Store - Dover
Seaford BP - Seaford
Buntings Package Store - Frankford
Summit Station Shell - Middletown
BP Pep Up - Long Neck

Top 10 KENO® Retailers

Tobacco Time - Bear
Ernest & Scott Taproom - Wilmington
Naamans Beverage - Wilmington
Hank's House Of Liquors - New Castle
Smitty McGee's - Fenwick Island
Stanley's Tavern - Wilmington
Boxwood Books & News - Wilmington
Mike's Food Mart - Dover
James & Jesse's - Wilmington
Uncle Willie's - Woodside

Holiday Closing Schedule

**Nov. 6th / Nov. 12th / Thanksgiving /
Nov. 23rd / New Year's Day**

Delaware Lottery office and SciGames
Tel-Sell offices will be closed. All game
drawings will take place as usual.

Christmas

Delaware Lottery office and SciGames
Tel-Sell offices will be closed. There will
be no Play3/Play 4 Day or Night drawings.

Top 10 Retailers

Top 10 Traditional Retailers July through September 2018

Drawing Games

Kent County

Mike's Food Mart	Dover
Uncle Willie's - Woodside	Dover
News & Tobacco	Smyrna
Milford Plaza Cigarette Outlet	Milford
Dover Downs, Inc.	Dover
Stop & Shop - White Oak	Dover
Harrington Raceway and Casino	Harrington
Shore Stop #255 - Greentree	Dover
One Stop	Dover
Cigar, Cigarette & More	Smyrna

New Castle County

Tobacco Time	Bear
Shell	New Castle
Fairfax News	Wilmington
Boxwood Books, News & Tobacco	Wilmington
Airport News & Tobacco	New Castle
News & Gifts	Claymont
Books & News	Newark
Ho Ho Mart	Wilmington
Hank's House of Liquors	New Castle
Books & Tobacco	Wilmington

Sussex County

Daily Market	Lewes
General Store	Lewes
Super G #389	Millville
Super G #387	Rehoboth
Bodie's Market #1	Millsboro
Back Bay Tobacco	Millsboro
Fenwick Island Goose Creek	Selbyville
One Stop Market	Milford
Stop & Shop	Dewey Beach
Uncle Willie's	Lewes

Instant Games

Kent County

Uncle Willie's - Woodside	Dover
Hylton's Market	Camden
Mike's Food Mart	Dover
Harrington Raceway and Casino	Harrington
Market Place	Milford
Stop & Shop - White Oak	Dover
News & Tobacco	Smyrna
Nik's Corner Store	Dover
Royal Farms #139	S. Dover
Shore Stop #255 - Greentree	Dover

New Castle County

News & Gifts	Claymont
Delaware News Center	Wilmington
Sunoco A-Plus	Claymont
Tobacco Time	Bear
Boxwood Books, News & Tobacco	Wilmington
Books & Tobacco	Wilmington
Books & News	Newark
Avenue Wines & Spirits	Wilmington
Village Cigarette Outlet	Newark
Fairfax News	Wilmington

Sussex County

BP-Pep-Up Gas Station	Millsboro
Bodie's Market #1	Millsboro
Daily Market	Lewes
Uncle Willie's	Lewes
Back Bay Tobacco	Millsboro
Stop & Shop	Dewey Beach
General Store	Lewes
Shore Stop #254 - Angola	Lewes
Shore Star Store	Millsboro
Super G #389	Millville

Lottery On-the-Spot

EVENTS

WILLY WONKA/ POWERBALL® POWER PAYOUT REMOTES

This fall, the Delaware Lottery will be doing a series of in-store retailer promotions and live radio remotes throughout Delaware promoting POWERBALL® POWER PAYOUT, the WILLY WONKA GOLDEN TICKET™, and the BILLION DOLLAR CHALLENGE™ second-chance drawing. Be sure to listen for the Spin to Win contest weekdays on Eagle 97.7.



SPONSORSHIPS

Monster Mile - Dover International Speedway

It was an exciting weekend at Dover International Speedway October 5, 6, and 7. Thanks to everyone who visited our booth in the FanZone during the NASCAR Triple Header.

Delaware State Hornets

We are proud to once again sponsor the Delaware State University Football and Basketball teams. Make sure you get out and support them! Go Hornets!

University of Delaware Blue Hens

The Delaware Lottery proudly sponsors the University of Delaware Football and Basketball teams. Keep an eye out for your chance to win tickets to an upcoming Blue Hens game.



Monster Mile



PROMOTIONAL

Keep 'Em Full Promotion

Beginning January 2019, the Delaware Lottery will be sending mystery shoppers to random stores throughout Delaware. If the mystery shopper visits your store and the Instant Game ticket dispensers are full, everyone in the store will win a prize. More information coming soon in your Monthly Mailer.

Philadelphia Phillies Promotion

Congratulations to our Philadelphia Phillies retailer promotion winners who joined the Delaware Lottery in the MVP Suite to watch the Phillies play the New York Mets.



Keep 'Em Full Promotion



Philadelphia Phillies Promotion

Big Winner Locations

Congratulations to our Retailers That Sold Instant and Draw Games Winning Tickets From June - September 2018!



Ramnik Shah - Carriage House Liquors



Mihir on behalf of Kenny Patel - New Castle Spirits

Instant Games Big Winner Locations

Game	Prize	Sold By
\$250 GRAND	\$10,000	Shop & Stop - Dewey Beach
\$250 GRAND	\$10,000	Claymont News & Gifts - Claymont
\$250 GRAND	\$10,000	Shore Stop #253 - New Castle
BLACK ICE 7'S	\$15,000*	Market Place - Milford
\$15,000 BONUS PLAY	\$15,000*	Hylton's Market - Camden
\$15,000 BONUS PLAY	\$15,000*	Uncle Willie's - Woodside
BLACK ICE 7'S	\$15,000*	Royal Farms #151 - Dover
20X THE BUCKS	\$20,000*	Acme #7872 - Wilmington
20X THE BUCKS	\$20,000*	Kwik Liquors- Millsboro
FULL OF MONEY	\$25,000*	Acme #7826- Wilmington
MONEY STACK	\$25,000*	Convenient Store - Wilmington
CASH IN	\$25,000*	Food Lion #1458 - Laurel
LUCKY 7	\$40,000*	Gumboro Liquors - Wilmington
CASH BLAST	\$50,000*	New Castle Spirits - New Castle
LOADED	\$100,000*	Carriage House Liquors - Wilmington
\$250 GRAND	\$250,000*	Cape Wine & Spirits - Lewes
\$250 GRAND	\$250,000*	Sunoco A Plus - Claymont

* = Top Prize

Drawing Games Big Winner Locations

Game	Prize	Sold By
MEGA MILLIONS®	\$10,000	Toll Gate Liquors- Wilmington
MEGA MILLIONS®	\$10,000	7-Eleven #11301- Newark
POWERBALL®	\$50,000	Royal Farms #141- Ellendale

Instant Games **Expiring Soon**

GAME NAME	GAME #	EXPIRATION DATE
Cash Explosion®	802	December 3, 2018
Jumbo Bucks	805	December 3, 2018
Power 7's	818	December 3, 2018
25 Grand	823	December 3, 2018
7 Spot	817	December 31, 2018
Diamonds & Dollars	788	January 28, 2019
5X Lucky	810	January 28, 2019

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