## STUFFED WITH POSSIBILITIES

# Celebrate the Holidays with Lottery!

This year's Holiday lineup has an INSTANT ticket for everyone's wish list! Featuring a festive selection of games ranging from \$2 to \$20.

#### **LAUNCHING MONDAY, OCTOBER 20**



3 TOP PRIZES OF **\$250,000** 

70% PAYOUT

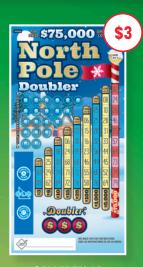
OVERALL ODDS

5 TOP PRIZES OF **\$100,000** 

670/

67%
PAYOUT

1 in 3.60



3 TOP PRIZES OF **\$75,000** 

65%

DAYOUT

1 IN 3.77



3 TOP PRIZES OF **\$35,000** 

63%

PAYOUT

OVERALL ODDS 1 IN 3.78

#### **LAUNCHING MONDAY, NOVEMBER 3**



6 TOP PRIZES OF **\$100,000** 

**70%** PAYOUT

OVERALL ODDS



OVER 10,000 PRIZES OF

\$300

67%

OVERALL ODDS

1 IN 5.63



3 TOP PRIZES OF

\$77,777

65%

OVERALL ODDS

1 IN 3.78





### SLEIGH YOUR SALES THIS HOLIDAY SEASON

USE THESE TOOLS TO DRIVE HOLIDAY EXCITEMENT, INCREASE TICKET SALES, AND CASH IN ON COMMISSIONS ALL SEASON LONG.

- Offer a holiday envelope to customers purchasing multiple tickets.
- Planogram all Holiday INSTANT tickets in one tray or give them a front facing row.
- Use the Holiday gifting Silent Seller burst to call attention to Holiday tickets.
- Point out the guaranteed win in the INSTANT Holiday Gift Pack.



### LOTTERY GIFT CARDS — GIVE THE GIFT OF POSSIBILITY



- Customers can load Gift Cards with amounts ranging from \$5 to \$100 and let recipients choose the lottery games they love!
- Keep your gift card holders on display and fully stocked with gift cards and sleeves.
- Retailers earn commission on activation and redemption.

**REMINDER:** LOTTERY GIFT CARDS CAN BE ORDERED THROUGH YOUR LOTTERY TERMINAL.

### **'TIS THE SEASON TO SELL**

649 SuperDraw WEDNESDAY, DECEMBER 24

15 SUARANTEED PRIZES OF \$100,000

**PLUS THE TWO JACKPOTS!** 

Let's make this season merry, bright and full of winners.

Let your customers know there's an additional \$1.5 Million in guaranteed prizes to be won!

Ask for the sale!