

# 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  
**1 IN 3.90**



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

**67%**  
PAYOUT

OVERALL ODDS  
**1 IN 3.60**



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

**65%**  
PAYOUT

OVERALL ODDS  
**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  
**1 IN 1**



OVER 10,000 PRIZES OF  
**\$300**

**67%**  
PAYOUT

OVERALL ODDS  
**1 IN 5.63**



3 TOP PRIZES OF  
**\$77,777**

**65%**  
PAYOUT

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

WEDNESDAY, DECEMBER 24

**LOTTO 649**  
**SuperDraw**

**15** **GUARANTEED 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!*

**OLG 50**