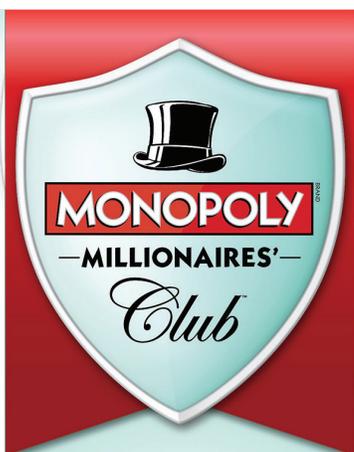


# LOTTERYlink

THE OFFICIAL NEWSLETTER OF THE SOUTH DAKOTA LOTTERY



SEPT/OCT 2014



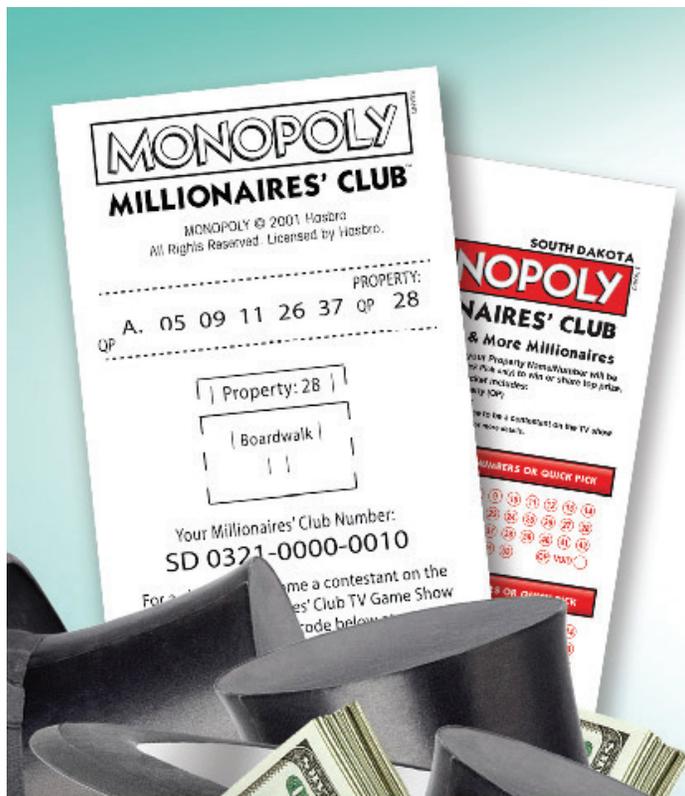
## MONOPOLY™ Millionaires' Club to launch Oct. 19

A new lotto game joining the South Dakota Lottery's line-up in October promises more millionaires and offers players three ways to win.

MONOPOLY Millionaires' Club (MMC) is a national lottery draw game at a \$5 price point. Ticket sales begin at lottery retailers on Oct. 19 with the first drawing scheduled for Oct. 24, 2014. Drawings will be held every Friday night at 10:15 p.m. CT. Unlike other lotto games, MMC has a top prize, not a jackpot. Top prizes start at \$15 million and are capped at \$25 million. Other prize levels range from \$5 to \$100,000. The overall odds of winning a prize in the game are 1:10.

### How to play the base game

As with the Lottery's other lotto games, MMC tickets can be purchased as Quick Picks or players can choose their own numbers via play slip. Five numbers will be chosen out of a field of 52 while one number will be randomly generated out of a field of 28. The randomly generated number corresponds to a property on the Monopoly board; the name of that property will be displayed on the MMC ticket. No advance plays will be offered for the new game; players can only purchase tickets for the next available drawing.



### What's on the Ticket?

While the game's play slip will look familiar to South Dakota lotto players, its ticket will display a wide variety of information not seen on our other lotto tickets. This is because the game offers two other ways to win in addition to just matching winning numbers.

First, the ticket will show the draw numbers and Monopoly property chosen for the selected draw date, just as our other lotto tickets do. Below that, players will see a randomly generated 11-digit "Millionaires' Club Number". When the top prize is won, it triggers a second drawing on that same night in which millionaires' club numbers will be randomly drawn to win \$1 million prizes.

Finally, at the bottom of the ticket, each player receives an entry web code to be used for the online interactive portion of MMC. Players will go to [lottery.sd.gov](http://lottery.sd.gov) to access the MMC website where they will be asked to set up an account to participate in drawings for a chance to be a contestant on the MONOPOLY Millionaires' Club national television game show in Las Vegas, premiering in early 2015. With each ticket a player purchases, they enter the web code in their account with the intent to collect property sets

# Introducing MONOPOLY Millionaires' Club

just like in the Monopoly board game. When a player completes a property set, they receive second chance drawing entries based on the value of that property set. Winners will be selected through random drawings to receive a five day/four night trip for two including transportation, meals, hotel room, and spending money to Las Vegas to take part in the national TV game show. During the show, players will be selected to compete to win additional cash prizes. So the three ways to win with an MMC ticket are:

- Match the draw numbers and Monopoly property to win cash prizes, including the top prize
- If the top prize is won, triggering a second drawing, and your Millionaires' Club Number is randomly drawn, you win \$1 million
- Enter your entry web code into your account on the MMC website for a chance to win a trip to Las Vegas to participate in the national TV game show

## Claiming MMC Prizes

Cash prizes of \$100 or less can be claimed at any lottery retailer. Prizes of \$101 or more (not including the top prize or \$1 million Millionaires' Club prize) must be claimed at a Lottery office. The game's top prize and \$1 million Millionaires' Club prize can only be claimed at the main Lottery office in Pierre.



Sandy Schleining, a sales rep in our Rapid City office, received her pin for 15 years of service to the State of South Dakota. Sandy does a fantastic job for us and the retailers she serves.

## Sharing the Lottery

We know, you were always taught to share, but your ticket stock belongs to the establishment to which it was delivered. Retailers should not loan ticket stock to other retailers that run out of a game. Ticket stock is assigned to your establishment specifically. When you are running out of stock, please alert your sales representative.

### Things you can share:

- Great marketing tips.
- Successful training methods for clerks & cashiers.
- Troubleshooting experiences.
- Advertising ideas.

## FAST FACTS MMC

- Drawings will be held every Friday night at 10:15 p.m. CT
- The first drawing is Oct. 24, 2014
- The game costs \$5 per play
- There will be no advance draw purchases allowed
- Players can purchase tickets via Quick Pick or a play slip in which they can choose five numbers out of a field of 52 and have a Monopoly property randomly assigned to them
- The overall odds of winning a prize are 1:10
- A Millionaires' Club drawing is only triggered if the top prize is won
- To enter second chance drawings for a chance to win trips to Las Vegas to appear on the national TV game show, players must set up an account on the MMC website (accessed through lottery.sd.gov) and enter the entry web codes on their MMC tickets
- Tickets can be scanned on the ticket self-checkers just like other lotto tickets
- Winning numbers and top prize amounts will be displayed on the Lottery website (lottery.sd.gov)
- MMC information will be displayed on jackpot signs and ESMM's in all retailers

### MMC Prize Structure

Prize Level	Matches 1st Set	Matches 2nd Set	Prize	Odds (1 in)
1	5	1	Top Prize	72,770,880
2	5	0	\$100,000	2,695,217.7778
3	4	1	\$20,000	309,663.3191
4	4	0	\$500	11,469.0118
5	3	1	\$250	6,731.8113
6	2	1	\$25	448.7874
7	3	0	\$20	249.3263
8	1	1	\$10	81.5977
9	0	1	\$7	47.4405
10	2	0	\$5	16.6218
11	Millionaire's Club Prize		\$1 Million	Varies with sales

Overall win probability is 1 in 10.0025

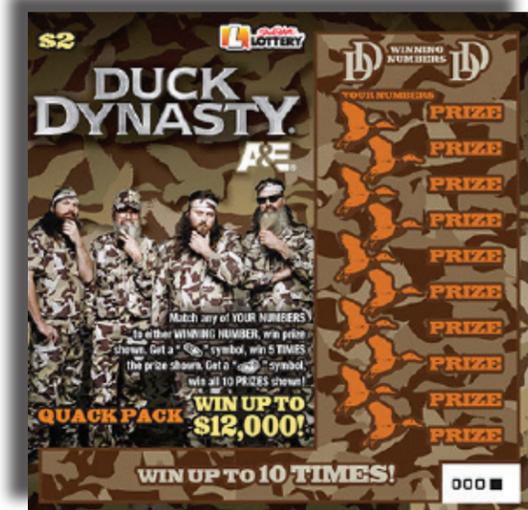
**NEW** instant  
**TICKETS**

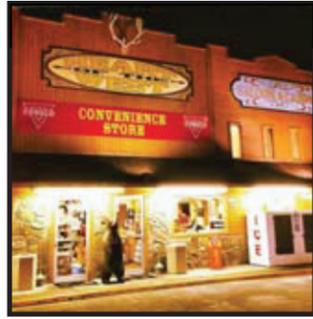
### Maximum Money

You could win up to 20x your prize with this new scratch game. Match any of your numbers to any winning number and win the prize shown. If you're one of the lucky ones, you'll see a '10x' symbol or a money bag symbol!



**COMING SOON!**  
Duck Dynasty





**Heart of the Hills EXXON  
Heart of the West Conoco**

**Store Type:** Convenience Store

**Location:** Hill City

# RETAILER spotlight

Owners increase sales with Lottery signage and displays

Two stores in Western South Dakota, Heart of the Hills EXXON & Heart of the West Conoco in Hill City, carry 24 scratch games and utilize in store Lottery marketing to increase sales. The store owners, Vic and Sheryl Alexander, continue to keep their game dispensers full and use counter mats at both cashier counters to display available games. Specifically, Heart of the West installed a 24 game on counter promoter for their scratch games, and increased their lottery sales by 30% this last quarter. The Alexanders also use South Dakota Lottery banners at the Heart of the Hills location.



## ★ TRIVIA Quiz ★

What's your Lottery IQ? To enter our drawing, send your Lottery Trivia answers to the address below or give to your sales rep. One person will win a Lottery sweatshirt and 20 people will win T-shirts. One entry per person. Deadline is October 10. Send answers to Trivia Quiz - PO Box 7107, Pierre, SD 57501 or give them to your sales rep.

Congratulations to last month's winner of a Lottery sweatshirt: Kaylee Gallino, Corner Pantry - Wall. The following won t-shirts: Larry Crook, Bi-Rite Liquors. Penny Schmidt, Speedy Mart-Spearfish. Scott Pederson, I90 Service Center-Lacrosse RC. Kay Adolph, Ken's Food Fair. Susan Blanchette, Sunshine Foods-Madison. Margaret Rirg, Queen City Liquor-Spearfish. Jim Deuchar, Corner Pantry-Philip. Jason Moor, Queen City Liquor-Spearfish. Tami Johnson, Cowboy Country-Pierre. Linda, Thrifty Smoke Shop-Rapid City. Jim, Thrifty Smoke Shop-Rapid City. Wanda, Thrifty Smoke Shop-Rapid City. Stephanie Eare, Big D41-Rapid City. Tiffany Tennis, Newell Conoco. Danesha Zephier, Little Duke's (Coborn's). Rhonda Coyle, Coyle's Super Valu. Karen Hart, Coyle's Super Valu. Cheryl Harry, Coyle's Super Valu. LeeAnn Dekker, Coyle's Super Valu. Jeff Ring, Queen City Liquor-Spearfish.

- |  |  |  |
|--|--|--|
| 1. What happens when a top prize is won for MONOPOLY Millionaires' cCub? | 3. Name one thing Lottery retailers can share with each other.                               | 5. When is the first MMC drawing?  |
| 2. What day does MMC launch?   | 4. True or False: Lottery retailers should not loan ticket stock to other lottery retailers. | 6. How many years has Sandy Schleining worked for the State of South Dakota? |

Name \_\_\_\_\_ Phone \_\_\_\_\_ Sales rep's name \_\_\_\_\_  
 Store name \_\_\_\_\_ Store address \_\_\_\_\_ City \_\_\_\_\_

1. \_\_\_\_\_ 3. \_\_\_\_\_ 5. \_\_\_\_\_  
 2. \_\_\_\_\_ 4. \_\_\_\_\_ 6. \_\_\_\_\_

1,000 copies of the lottery link were printed by the South Dakota Lottery at \$.82 per copy.



# LOTTERY SEPTMBER/OCTOBER 2014 winners

## RECENT winners

**Luis Lopez, West Valley (UT)**  
Fresh Start - Haines/Rapid City  
\$4,000 2X the Money

**Paul Noyed, Alcester**  
Casey's General Store #2464  
\$3,000 Hot Lotto

**Roberta Martinez, Pine Ridge**  
Big Bat's #1  
\$3,000 Tripling Cashword

**Walter Larsen, Pierre**  
Capital City Liquor  
\$2,500 Mad Money

**Tamera Hart, Rapid City**  
I-90 Service Center - N. Lacrosse  
\$1,000 10X the Money

**John Tobin, Lead**  
Big D Oil #21  
\$30,000 Slingo

**Beverly Rogers**  
D & J Station - Gas Stop  
\$20,00 on \$20,000 Pay Day

**Scott Kennedy, Kingly (IA)**  
Casey's General Store #1157 - N. Sioux City  
\$15,000 5X the Money

**Mark Suhr, Jefferson**  
Discount Liquor - N. Sioux City  
\$9,000 Sizzler

**Craig Goens**  
KDLO Radio  
\$1,000 Grills Gone Wild

**David Barth, Spearfish**  
Sutley's Super Savings Store - Pierre  
\$2,500 Jumbo Bucks Two

**Sonia Bodwitz, Sioux Falls**  
Lewis Drug Eastgate  
\$1,500 Mega Play

**Patrick Laverdue, Lower Brule**  
Oasis Convenience Store - Oacoma  
\$1,500 Silver & Gold



**Mary Jo Gortmaker, Miller**  
Corner Pantry, Huron  
\$400,000 - \$400,000 Jackpot



**Clark Haugen, Crooks**  
Pump N Stuff - Crooks  
\$30,000 Pot'o Gold Slingo



**Derek Ronning, Vermillion**  
Hyvee Food Store - Vermillion  
\$154,737 Dakota Cash



**Josh Koops, Huron**  
DJ's Travel Center  
\$9,000 Sizzler



**Heather Wilson, Yankton**  
Hyvee Gas, Yankton  
\$5,000 Your Ticket to Fun



**Boyd Thorson, Philip**  
Common Cents, Wall  
\$50,000 Right on the Money



**Helen Schlenker, Spencer**  
M&H Gas - Mitchell  
\$6,000 Wild Card 2



**Wambli Foster, Rosebud**  
Gus Stop - Mission  
\$5,000 Your Ticket to Fun



**Dean Stuart, Pierre**  
Fresh Start, Sioux Ave  
\$6,001 Wild Card 2



**Andrew Rhoades, Sioux Falls**  
Holiday - N. Cliff Ave  
\$12,000 Grills Gone Wild

## RECENT winners

**Rob Flynn, Mission**  
Gus Stop - Mission  
\$3,000 Slingo

**Norma Boetel, Huron**  
Lewis Drug - Huron  
\$6,000 Wild Card 2

**Elmber Gall, Hot Springs**  
Boyd's Drug Mart  
\$3,000 Hot Lotto

**Jason Moistner, Yankton**  
Corner Pantry #9 - Rapid City  
\$4,000 2X the Money

**Derik Noeldner, Wanconia (MN)**  
Zip Trip #63 - Brookings  
\$100,000 - 20X the Money

**Myron Grenz, Rapid City**  
Country Fair Food Store  
\$5,000 20X the Money

**Rhonda Tompkins, St. Lawrence**  
Milan, Inc.  
\$1,000 Tripling Cashword

**Michael Cook, Sioux Falls**  
The Gas Stop #120  
\$10,004 Powerball

**Carol Andru, Wessington**  
R & B Food Center  
\$1,000 on \$400,000 Jackpot

**Tammy Fischer, Sioux Falls**  
Booze Boys Discount Wine & Liquor  
\$1,000 Slingo

**Jamie Kalkman, Sioux Falls**  
South Side Convenience  
\$1,000 Grills Gone Wild

**Tiffany McBride, Ft. Thompson**  
North Park C Store  
\$10,000 Jumbo Bucks Two

**Craig Cotman, Henrico**  
Mobridge Gas 'n Goodies  
\$500 Aces High

# YOUR TICKET TO FUN IS HERE!