

LOTTERY link

OFFICIAL NEWSLETTER OF THE SOUTH DAKOTA LOTTERY



NOV/DEC 2012

Merry and bright Ideas for outstanding holiday sales!

Positioning seasonal tickets as gifts is a great strategy for pushing your holiday sales right through the roof! Savvy shoppers know that scratch tickets are the perfect gift because they are easy, practical and, most importantly, fun! Holiday tickets come in \$1, \$2, and \$5 price points, so there's a game that's just right for every customer. Top prizes range from \$2,500 to \$50,000.



Remind your customers that holiday scratch games make great gifts, stocking stuffers and gift tags.



Keep your dispensers full and settle packs promptly to assure an adequate inventory.



Position your holiday scratch tickets and point-of-sale material prominently to spark purchases.



Winners drawn for 25th Anniversary prize giveaways

Nearly 3,075 people entered online to win prizes in the Lottery's 25th Anniversary Giveaways. This was the first promotion to utilize the online prize registration system; now that the system is in place, the Lottery will be able to use it for future events. Twenty-five registrants were randomly drawn on September 21, 2012 from among the online entries to win prizes. Of that number, five won \$500 each and the remaining 20 picked up prizes ranging from anniversary tumblers and scratch tickets to special edition t-shirts and jackets. Winners hailed from Aberdeen, Centerville, Gillette (WY), Henry, Hoven, Martin, Nemo, Oral, Pierre, Platte, Rapid City, Salem, Sioux Falls, Union Center, Watertown, and Yankton.

South Dakota
LOTTERY

25
YEARS

PROMOTIONS that PROFIT

The staff at Wolf Stop in Aberdeen created a festive display in their front window with void holiday scratch tickets, garland and bows.



Vernetta LeGrand of the R & B Food Center in Wessington gave away caps, T-shirts and ice cream cones to second-chance drawing winners. R & B's promotion ran for three weeks in October, so pheasant hunters were able to get in on the fun too.



Wild Card 2 game to change in 2013

Things are about to get a littler wilder in the New Year. Effective January 13, 2013, changes will be implemented to the Wild Card 2 game. The game will still maintain its current name, card theme and price of two plays for \$1 but players will now be choosing five white ball numbers from a pool of 33 (the current pool is comprised of 31 numbers); the Wild Card will still be drawn from a pool of 16. The overall odds of winning a prize will go from 1:6.2 to 1:6.4 while the odds of winning the Wild Card 2 jackpot move from 1:1,359,288 to 1:1,898,688. An increase in the payout percentage is planned, up from 53% to 57%. Wild Card 2 players will also notice changes at some prize levels. The game's second prize goes from \$5,000 to \$6,000; a Match 4 prize will be \$30, up from the current \$20; matching three of five white ball numbers will garner you \$6 instead of the current \$5; and getting two white ball numbers and the Wild Card will be worth \$2 instead of \$1. An informational rack card will be deployed to all retailers before the game changes take effect.

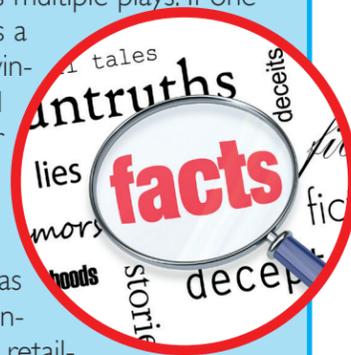


JUST THE FACTS! Busting Lottery Myths

MYTH: A retailer is not able to pay a lotto prize that is more than \$100.

FACT: If the terminal generates a pay ticket, the prize must be paid – even if the amount is for more than \$100.

Here's the situation that can result in some confusion. A player presents a lotto ticket that has multiple plays. If one play has a \$100 winner and another play on the same ticket has a \$6 winner, the retailer must pay the player.



NEW instant TICKETS

Money Bag Slingo

Match all five numbers in a complete horizontal, vertical or diagonal line in the SLINGO GRID and win the amount shown in the legend. Win \$3 for a GOLD COIN revealed in YOUR SLINGO NUMBERS. Find a MONEY BAG symbol in YOUR SLINGO NUMBERS and win the amount shown in the MONEY BAG LEGEND.



Slippery 7's

Get three "7"s in any row, column or diagonal and win the prize shown.

Good Luck Cashword

Scratch YOUR 18 LETTERS and the corresponding letters on the CROSSWORD PUZZLE. If you uncover three or more complete words in the CROSSWORD PUZZLE, you win the prize indicated in the PRIZE LEGEND. If any of your completed words has a green line through it, win TRIPLE the prize shown in the PRIZE LEGEND.



TERMINAL talk

Q: We are eager to get our new jackpot sign. Is there anything I can do to prepare for the installation?

A: We are making our way around the state as fast as we can to get the new signs out to everyone. If you don't have one yet, we appreciate your patience. We will be getting to your store soon.



If this is a new installation or you are thinking about changing the location of your sign for better visibility, be sure it will be hung somewhere that can be accessed by the installer. The new signs are wireless and only need a normal power outlet for connection.

BONUS winners



Cowboy Country Store
#1 Watertown

Emily Mischke accepted a \$500 bonus check for selling a \$5,000 Wild Card winner.



Corner Pantry
Howard

Dave Dawson received a \$1,000 bonus check for selling a \$10,000 Powerball winner.



RETAILER spotlight

Pump N Stuff

Location: Centerville

Manager: Dave Lockwood

Manager: Tammy Myott

New jackpot sign gets the nod

Manager Tammy Myott said Pump N Stuff's new jackpot sign looks great in the store's front window and has won players' approval. "Customers like that the sign displays the Mega Millions jackpot amount," Tammy said. "Before we would have to wait for the Mega Millions jackpot amount to scroll across the ESMM flat-screen monitor."

Suggestive selling

Tammy said her staff is great at suggesting that their players add a Power Play, Megaplier or Sizzler option to their purchase. They also let players know when a new scratch ticket comes out. "Our customers like to play the newest games," Tammy says her staff makes it a point to greet everyone with a friendly smile. "We believe the customer is always right."

Monitoring success

Tammy said her players enjoy watching what's being displayed on the flat-screen monitor. "They watch their transactions and whoop when a winning ticket is validated," Tammy said. "They also enjoy the winners' photos that scroll across the screen."

★ 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 25th anniversary T-shirts. One entry per person. Deadline is Dec. 15. Send answers to Trivia Quiz - PO Box 7107, Pierre, SD 57501.

Congratulations to last month's winner of a 25th Anniversary T-shirt and tumbler: Jamie Johnson, Sioux Falls, Lewis Drug (W. 12th). The following won lunch coolers and key chains: Paula Collins, Custer, Lynn's Dakotamart; Scott Pederson, Rapid City, I-90 Service Center; Jake Appel, Redfield, Appel Oil; Chris Riebe, Rapid City, Common Cents #106; Jamie Pesicka, Blunt, Medicine Creek; Shawna Quick Bear, Murdo, Pioneer Country Mart; Jennifer Dudley, Volga, Valleymart; Cindy Crook, Redfield, Bi-Rite; Lisa Kistler, Sioux Falls, Cubby's; Corky Thorson, Philip, Coyles; Margaut Mach, Wagner, Wagner Super Foods; Jan Bovee, Sioux Falls, Lewis Southwest; Janice Eining, Clear Lake, Cowboy Country Store; Jean Penticuff, Murdo, Pioneer Country Mart; David Larson, Fedora, Larson Feed & Grocery; Kelly Mittelstedter, Rapid City, EZ Mart; Robb Eggers, Redfield, Appel Oil; Bonnie Dudley, Volga, Valleymart; Jason Piper, Rapid City, SPF #27 and Darian Osmanson, Custer, Lynn's Dakotamart.

1. What reminder to customers will help increase holiday ticket sales?
2. What do players win if they scratch the GOLD COIN in the Money Bag Slingo game?
3. What were the window displays at Wolf Stop in Aberdeen made of?
4. How does a prize multiply if a completed word in Good Luck Cashword has a green line through it?
5. When can retailers pay lotto tickets that are for more than \$100?
6. What will second-level Wild Card 2 players win when the game changes in January?

Name _____ Phone _____ Sales rep's name _____

Store name _____ Store Address _____ City _____

1. _____ 3. _____ 5. _____
 2. _____ 4. _____ 6. _____