

\$10 Money Bags/Prize Inside - #1065

Play Style: Key Match
Features: 10X, Bonus Spots

SELLING POINTS

- Loaded With \$40 to \$5,000 Prizes
- 3 Instant Win Bonuses
- 10X Multiplier
- Holiday Prize Inside Starts 9/29/20



Cost Per Pack	Tickets/ Pack	UPC	Top Prize	Overall Odds	Prize Payout	Low End \$\$/Pack
\$372.00	40	7-91157-01065-2	\$5,000	3.76	71.0%	\$220

\$5 Win Zone/Boom Shakalaka - #1067

Play Style: Beats - Find
Features: 5X

SELLING POINTS

- Win Up to \$35,000
- 5X Multiplier
- Different Play Style With Each Game
- This Game is a "Slam Dunk" to Help Reach Your Sales "Goal"



Cost Per Pack	Tickets/ Pack	UPC	Top Prize	Overall Odds	Prize Payout	Low End \$\$/Pack
\$232.50	50	7-91157-01067-6	\$35,000	4.05	67.9%	\$120

\$5 Cash Money - #1050

Play Style: Key Match
Features: 5X, Instant Win

SELLING POINTS

- Fast 12 Number Key Match
- Win Up to \$40,000
- Strong Money Theme to Attract Players
- Cash Bonus Spots



Cost Per Pack	Tickets/ Pack	UPC	Top Prize	Overall Odds	Prize Payout	Low End \$\$/Pack
\$232.50	50	7-91157-01050-8	\$40,000	4.18	67.6%	\$125

\$1 Fast Card/Big Chip - #1070

Play Style: Find
Features: Multiplier, Doubler

SELLING POINTS

- Popular Theme and Play is Back
- Win Up to \$2,000
- Fast Find Play
- You Bet These Will Sell Well



Cost Per Pack	Tickets/ Pack	UPC	Top Prize	Overall Odds	Prize Payout	Low End \$\$/Pack
\$186.00	200	7-91157-01070-6	\$2,000	5.19	61.0%	\$118

\$20



1060



1039



0991

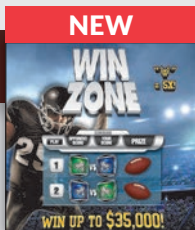


1014 *

\$5



1050



1067



1057



1061



1052



1054



1046



1041 *



1026 *



1028



1036 *



1030 *

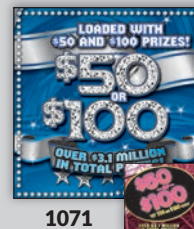
\$10



1065



1056

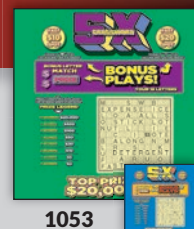


1071



1040

\$3

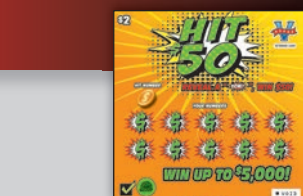


1053



1048

\$2



1058



1049



1038

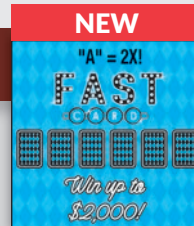


1034 *

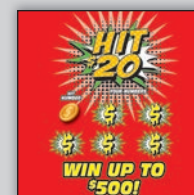


1029

\$1



1070



1059



1051

Call IGT to order tickets at 888-WV-PLAYS!

wvlottery.com

(987-5297)

* Limited Stock Game

**WE CAN'T SAY
IT ENOUGH!**

thank you

Spring 2020 brought challenges to all of us on a scale most have never witnessed. We are proud of the way West Virginians rose to the challenge and want to say a huge THANK YOU to everyone involved in Lottery merchandising and sales! Record breaking instant sales kept you super busy and we can't begin to tell you how much we appreciate you. We know without our retailers' dedication and support we would not be able to provide the needed revenue to the State of West Virginia funding for Education, Seniors, and Tourism.

thank you

thank you

thank you

thank you

thank you

TIPS & TRICKS

APP-Y TO HELP!

Did you know the Lottery has an APP to make your job easier?!

While there are other lottery apps out there, ensure you and your customers download the official WV Lottery app; just search WV LOTTERY in the App Store or Google Play Store. The WV Lottery App is FREE, requires no registration, nor asks for personal information.

Customers use the app to create digital play slips for any draw game that you scan right into the flex terminal. This feature not only saves time but ensures the customers get exactly what they want! The app also provides winning numbers, draw dates, jackpots, top prizes left on instant tickets, and game information.

But wait... there's more! This handy-dandy app also scans tickets to confirm winners for customers! Customers scan the bar code on their ticket, the same codes you scan, to see if it's a winner!

Our goal is to help make things easier and more secure for both Lottery players and one of our most important assets, our retailers.

**MADE
EASY**

NO ON-SITE PROMOTIONS FOR THE REMAINDER OF 2020

The noise! The excitement! The winners! The fun! And the crowds. Lottery on-site promotions are a key part of keeping contact with our retailers and Lottery players around the mountain state.

It is with a heavy heart that the WV Lottery has determined that the crowds we create are a detriment to the health of our retailers and Lottery players and we will not be staffing promotions for the remainder of 2020. We know this will disappoint many faithful players and do not make this decision lightly. The safety and well-being of our people, customers, employees, and business partners, is paramount. In-store Lottery promotions are currently on hold as well. We will continue to monitor the situation and your FMSRs will notify you when in-store promotions are approved and any modifications required for safety.

We appreciate your patience and understanding with this difficult decision.



CORRECTION!

The Lottery incorrectly noted that Bob's Mini Mart is located in South Charleston in the July 2020 Game Menu.

Bob's Mini Mart did not move and is still a welcome fixture in Mill Creek, West Virginia.

We humbly apologize for that error.

Call IGT to order tickets at 888-WV-PLAYS!

wvlottery.com

(987-5297)



UPCOMING INSTANT TICKETS



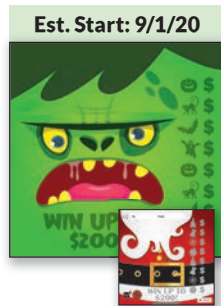
Est. Start: 9/1/20

\$5 - Wicked / Tis The Season #1062
UPC: 7-91157-01062-1

Cost/Pack	Tickets/Pack	Top Prize
\$232.50	50	\$500
Overall Odds	Prize Payout	Low End \$\$/Pack
3.86	69.5%	\$130

\$2 - Spooky / Jolly #1063
UPC: 7-91157-01063-8

Cost/Pack	Tickets/Pack	Top Prize
\$186.00	100	\$200
Overall Odds	Prize Payout	Low End \$\$/Pack
4.31	65.5%	\$117



Est. Start: 9/1/20



Est. Start: 9/1/20

\$1 - Midnight Money / Gift Tag #1064
UPC: 7-91157-01064-5

Cost/Pack	Tickets/Pack	Top Prize
\$186.00	200	\$100
Overall Odds	Prize Payout	Low End \$\$/Pack
4.76	61.5%	\$120

\$2 - Sevens #1069
UPC: 7-91157-01069-0

Cost/Pack	Tickets/Pack	Top Prize
\$186.00	100	\$7,000
Overall Odds	Prize Payout	Low End \$\$/Pack
4.98	64.0%	\$117



Est. Start: 9/1/20



Est. Start: 9/1/20

\$3 - Together Bingo #1072
UPC: 7-91157-01072-0

Cost/Pack	Tickets/Pack	Top Prize
\$223.20	80	\$20,000
Overall Odds	Prize Payout	Low End \$\$/Pack
4.47	66.0%	\$117

LIMITED STOCK GAMES



1014

\$20



1026

\$5



1041

\$5



1036

\$5



1030

\$5



1034

\$2

RETAILER SPOTLIGHT

Manager: Jason Reed
Location: SHEETZ #234
City: Weirton



Q: How long have you/your location been selling Lottery?

A: This location has been selling lottery since 1998. A unique feature is that they have enough lottery business on a daily basis to support having two lottery vending machines.

Q: Your establishment is in the top rankings for Lottery sales, what do you think is the contributing factor(s)?

A: We have heavy foot traffic and many people come to get their lottery along with staple items from our store. We feel that customers keep coming back because we are diligent at keeping the bins full and we cash winning tickets. Even with two lottery vending machines, we keep a good line at both. To meet that demand, we have a designated assistant that keeps the lottery machines filled every day.

Q: When you hire a new employee, what do you train them on to do well in selling Lottery?

A: We have mentors that are designated for each area to teach our new staff. We walk new hires through how to cash tickets and how to sell and talk about lottery.

Q: What is your best practice tip for great sales and happy lottery customers?

A: My best practice tip is keeping your bins full. Customers want to see the full selection and won't buy anything if most of the bins are empty.

Q: What Lottery sales advice would you give other retailers?

A: Simply that keeping your bins filled, the area around your lottery machines and displays clean and presentable and play slips neat and available drive sales. People turn away if it is all a mess or empty.

SHEETZ #234 was ranked 23th in overall lottery sales statewide in fiscal 2019, with over \$400,000 in total sales.

TOP INSTANT SALES RETAILERS (MAY 2020)

One Stop #8101 SOUTH CHARLESTON \$90,910
SHEETZ #585 SOUTH CHARLESTON \$79,960
PAR MAR #84 ELKINS \$74,460
BOB'S MINI MART MILL CREEK \$61,660
SHEETZ #234 WEIRTON \$61,470
SHEETZ #425 MARTINSBURG \$59,510
SHEETZ #427 HUNTINGTON \$58,620
One Stop #8133 SOPHIA \$56,050
SHEETZ #214 BUCKHANNON \$52,990
Mountaineer Mart Cooks BUCKHANNON \$52,230

Call IGT to order tickets at 888-WV-PLAYS!

wvlottery.com

(987-5297)



24-BIN PLANOGRAM

August 2020



20-BIN PLANOGRAM

August 2020



1060



0991



1039



1071



1056



1040



1065



1028



1057



1061



1052



1054



1046



1067



1050



1053



1058



1038



1029



1048



1059



1070



1051



1049



1039



1056



1060



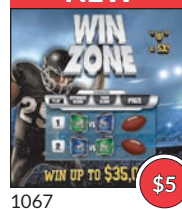
1065



1040



1061



1067



1052



1057



1046



1028



1054



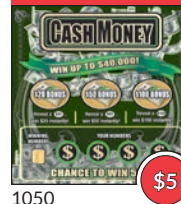
1058



1053



1048

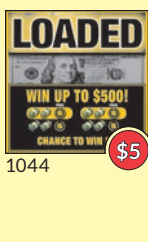


1050

RETURN GAMES (8/1/20 - 8/31/20)



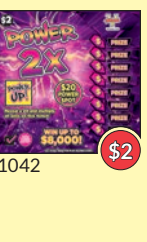
1047



1044



1024



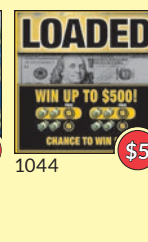
1042



1045



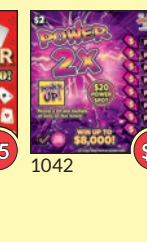
1047



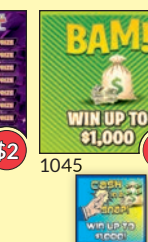
1044



1024



1042

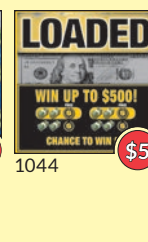


1045

RETURN GAMES (8/1/20 - 8/31/20)



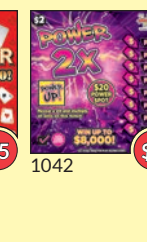
1047



1044



1024



1042



1045

Call IGT to order tickets at 888-WV-PLAYS!

wvlottery.com

(987-5297)

Call IGT to order tickets at 888-WV-PLAYS!

wvlottery.com

(987-5297)



16-BIN PLANOGRAM

August 2020



12-BIN PLANOGRAM

August 2020

1060

\$100 \$200 OR \$500

31,000 PRIZES

\$100!

20 CHANCES TO WIN!

\$20

OR

POWER 10X

WIN UP TO \$50,000

\$10

1056

HIT 200

SUPER PRIZES FROM \$50 TO \$50,000

\$10

NEW

MONEY \$BAGS

WIN UP TO \$4,000

CHANCE TO WIN 100 WITH "IT" OVER \$2.8 MILLION \$40 TO \$3,000 PRIZES

\$10

1028

KENO CUBES

\$5

1056

HIT 200

SUPER PRIZES FROM \$50 TO \$50,000

\$10

OR

1060

\$100 \$200 OR \$500

31,000 PRIZES

\$100!

20 CHANCES TO WIN!

\$20

1071

LOADED WITH \$50 AND \$100 PRIZES!

\$50 \$100

OVER \$2.1 MILLION IN TOTAL PRIZES!

\$10

OR

1065

MONEY \$BAGS

WIN UP TO \$4,000

CHANCE TO WIN 100 WITH "IT" OVER \$2.8 MILLION \$40 TO \$3,000 PRIZES

\$10

1028

KENO CUBES

\$5

OR

1061

CRYSTAL

\$5

1049

Quick Line KENO

\$2

1057

HIT 100

SYNCHRONIZED PRIZES FROM \$10 TO \$25,000

\$5

NEW

WIN ZONE

WIN UP TO \$35,100

\$5

1061

CRYSTAL

\$5

1046

COMIC BOOK CROSSWORD

WIN UP TO \$40,000

\$5

1057

HIT 100

SYNCHRONIZED PRIZES FROM \$10 TO \$25,000

\$5

NEW

WIN ZONE

WIN UP TO \$35,100

\$5

1046

COMIC BOOK CROSSWORD

WIN UP TO \$40,000

\$5

1048

SWEET BINGO

3 WAYS TO WIN

\$3

1058

HIT 50

WIN UP TO \$5,000

\$2

1053

BONUS 3 PLAYS!

\$3

1048

SWEET BINGO

3 WAYS TO WIN

\$3

NEW

CASH MONEY

WIN UP TO \$40,000

CHANCE TO WIN!

\$5

1058

HIT 50

WIN UP TO \$5,000

\$2

1059

HIT 20

WIN UP TO \$500!

\$1

NEW

"A" = 2X! FAST

Win up to \$2,000!

\$1

1029

7

\$2

1059

HIT 20

WIN UP TO \$500!

\$1

NEW

"A" = 2X! FAST

Win up to \$2,000!

\$1

1049

Quick Line KENO

\$2

1029

7

\$2

RETURN GAMES (8/1/20 - 8/31/20)

1047

COOL \$1,000

LOADED WITH \$50 TO \$1,000 PRIZES!

\$10

1044

LOADED

WIN UP TO \$500!

CHANCE TO WIN

\$5

1024

BIG DEAL POKER

WIN UP TO \$10,000!

ALL PRIZES \$10 TO \$10,000

\$5

1042

POWER 2X

WIN UP TO \$8,000!

\$2

1045

BAM!

WIN UP TO \$1,000!

\$1

RETURN GAMES (8/1/20 - 8/31/20)

1047

COOL \$1,000

LOADED WITH \$50 TO \$1,000 PRIZES!

\$10

1044

LOADED

WIN UP TO \$500!

CHANCE TO WIN

\$5

1024

BIG DEAL POKER

WIN UP TO \$10,000!

ALL PRIZES \$10 TO \$10,000

\$5

1042

POWER 2X

WIN UP TO \$8,000!

\$2

1045

BAM!

WIN UP TO \$1,000!

\$1

Call IGT to order tickets at 888-WV-PLAYS!

wvlottery.com

(987-5297)

Call IGT to order tickets at 888-WV-PLAYS!

wvlottery.com

(987-5297)