



### \$20 Level Up \$100, \$200, \$500 - #1093

Play Style: Avoid

#### SELLING POINTS

- Chance to Win up to \$500!
- Quick and Easy Avoid Play
- A Favorite Prize Game with a New Play Twist

Cost Per Pack	Tickets/Pack	UPC	Top Prize	Overall Odds	Prize Payout	Low End \$\$/Pack
\$372.00	20	7-91157-01093-5	\$500	8.80	71.5%	\$200



### \$5 Keno Drop / Twisted Keno - #1109

Play Style: Key Number Match  
Features: Bonus Plays

#### SELLING POINTS

- Chance to Win up to \$50,000!
- Same Popular Keno Game with a Bonus "Twist"



Cost Per Pack	Tickets/Pack	UPC	Top Prize	Overall Odds	Prize Payout	Low End \$\$/Pack
\$232.50	50	7-91157-01109-3	\$50,000	4.45	68.0%	\$100

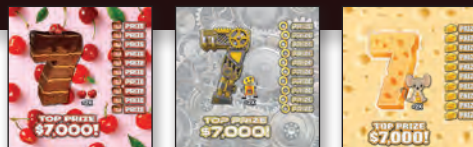


### \$2 Sevens - #1091

Play Style: Find  
Features: Doubler

#### SELLING POINTS

- Chance to Win up to \$7,000!
- Your Favorite Sevens Game, Fun New Designs



Cost Per Pack	Tickets/Pack	UPC	Top Prize	Overall Odds	Prize Payout	Low End \$\$/Pack
\$186.00	100	7-91157-01091-1	\$7,000	4.98	64.0%	\$117







# INSTANT TICKET ORDER SHEET

July 2021



1093



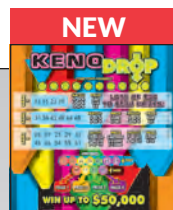
1090



1088



1084



1109



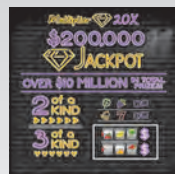
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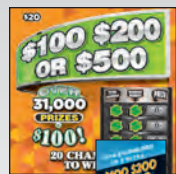
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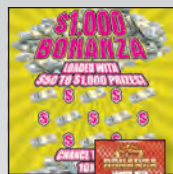
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1083



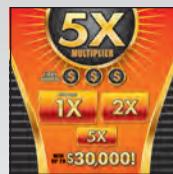
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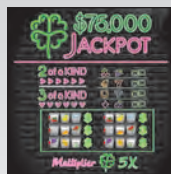
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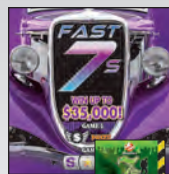
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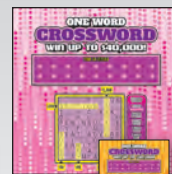
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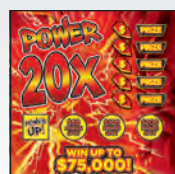
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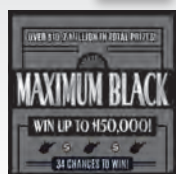
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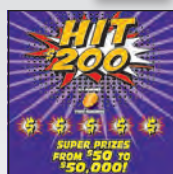
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1039 \*



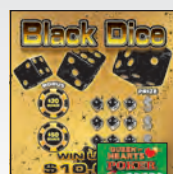
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1056 \*



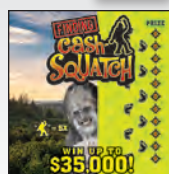
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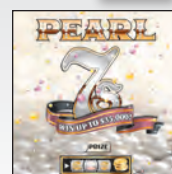
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1066 \*



1052 \*



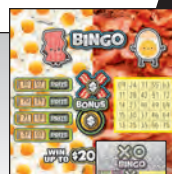
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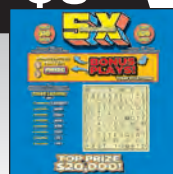
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1076



1072

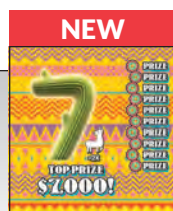


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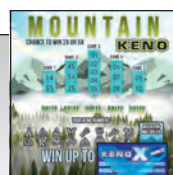


1046 \*

\$3



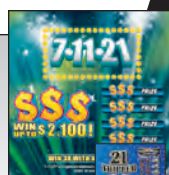
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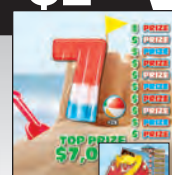
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1086



1055



1069 \*

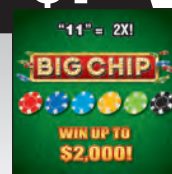
\$2



1087



1080



1070 \*

\$1

## KEEP'EM UP KEEP'EM FULL Q2 PRIZE FULFILLMENT

Can we just say "WOW! You have blown our socks off! When the Keep 'Em Full Promotion was designed we had no idea our retailers would embrace these key selling behaviors and earn so many tickets and/or swag. Sales are up by 25% over last year because you have kept your lottery bins full, followed the planogram and had the new games in your bins for players to purchase. We knew you were great, but you surpassed even our high expectations!

We want to keep the energy going, but we had to order more promotional tickets. Your tickets have been ordered but the Q2 promotional ticket delivery will be delayed until the fall. Your Lottery FMSRs keep excellent records and we know to whom and how many will need to be distributed. You will get the tickets you earned – that's a promise!



POG compliance should be assessed using the game number, and not the scene image.

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

wvlottery.com

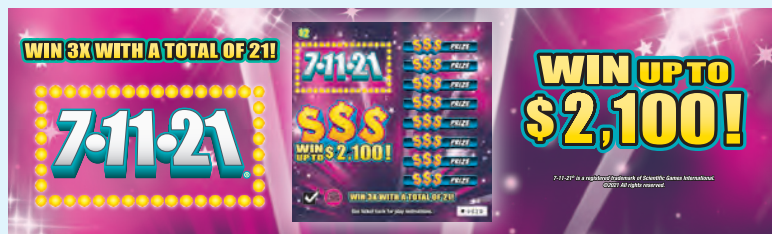
(987-5297)

\* Limited Stock Game



## SOCIAL PROMOTION FOR 7-11-21®

It isn't often we have such a cool date to celebrate and we are getting in some social interaction on Facebook! Just tune in, make a comment about your favorite number, and be a West Virginia resident 18 years old or older. Watch the 7-11-21® LIVE! Event on July 11, 2021 (at 7:11 PM) for a chance to WIN up to \$7,777! We will have more information in the next menu and full details will be announced on the West Virginia Lottery Facebook page.



This promotion is in no way sponsored, endorsed, administered by, or associated with Facebook. No purchase necessary.

7-11-21® is a registered trademark of Scientific Games International.

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## Q3 & Q4 RETAIL PROMOTION - LEVEL UP!

All of your hard work has paid off with higher sales. We want to help you level up in the third quarter! Players are always looking for the newest game. Activating new games within 3 days has them available for the weekend!

Activate new games within 3 days of game launch beginning June 29, 2021, as well as keeping your bins full and using the planogram to earn 100 promo tickets each month and be entered into a grand prize drawing at the end of the six months.

To enter, you must meet the following criteria:

- Activate new games within 3 days
- Follow Planogram
- Keep bins full



Prizes include:

- 100 promo tickets per month for qualifying months
- 1 entry per qualifying month into the six-month drawing featuring 1 prize per region of 500 promo tickets and also 3 grand prize winners of 1,000 promo tickets.

Prizes will be awarded as soon as possible after each quarter.

\*Did you read the Q2 article in this publication? ;-)

## KEEP'EM CLEAN TO KEEP THEM COMING BACK

Often customers can be deterred from buying lottery if the area around our machines or displays is dirty, cluttered, or unreachable. Take a moment each day to assess if the area around your lottery vending machine is clean, clear of trip hazards, and no other items have been put on top or are blocking the machine.

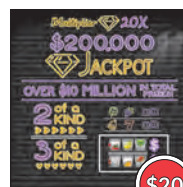
We also recommend sanitizing your machine by using a clean cloth and spray the cloth with isopropyl alcohol lightly before wiping the screen, buttons, and other surfaces. Please never spray any cleaners directly on the machines.



## 24-BIN PLANOGRAM

July 2021

Planogram changes on June 29, 2021.



1083

\$20



1090

\$20



1093

\$20



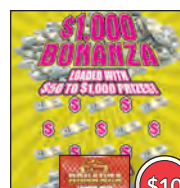
1040

\$10



1084

\$10



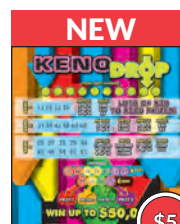
1074

\$10



1088

\$10



1109

\$5



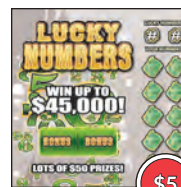
1085

\$5



1079

\$5



1120

\$5



1092

\$5



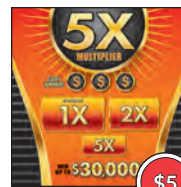
1086

\$2



1089

\$5



1078

\$5



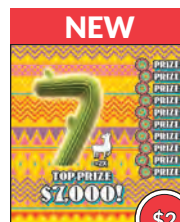
1075

\$5



1087

\$1



1091

\$2



1076

\$3



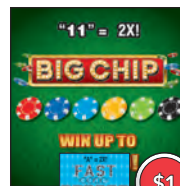
1072

\$3



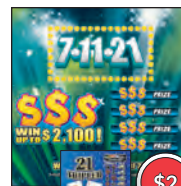
1080

\$1



1070

\$1



1055

\$2



1073

\$2

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

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(987-5297)



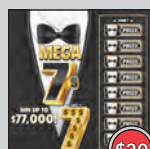


# 16-BIN PLANOGRAM

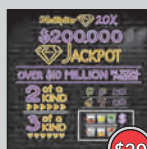
July 2021



# UPCOMING INSTANT TICKETS



1090



1083

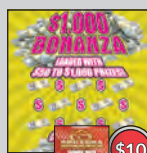


1040

OR



1093

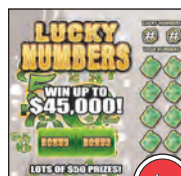


1074



1088

Planoqram changes on June 29, 2021.



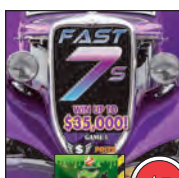
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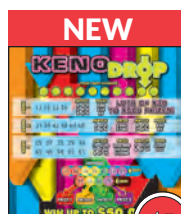
1084



1092



1079



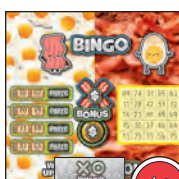
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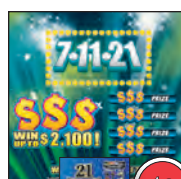
1085



1076



1072



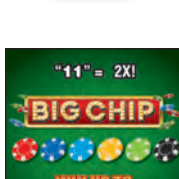
1055



1091



1087



1070



1073

## TOP INSTANT SALES RETAILERS (MARCH 2021)

1. Sheetz #174 ..... Belington
2. One Stop #8101 ..... South Charleston
3. Sheetz #585 ..... South Charleston
4. Par Mar #84 ..... Elkins
5. Bob's Mini Mart ..... Mill Creek
6. Sheetz #240 ..... Charles Town
7. Sheetz #501 ..... Clarksburg
8. Sheetz #234 ..... Weirton
9. Go Mart #50 ..... Beckley
10. Sheetz #427 ..... Huntington

# LEVEL UP

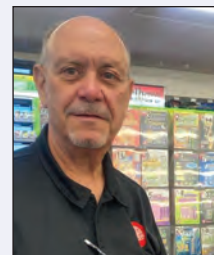


Games Launch July 27, 2021

## KNOW YOUR REPS

Name: Randy Warner

Territory: Putnam, Mason, Jackson, Roane counties. 9 years working with the Lottery



Q: What is your favorite thing about working with the Lottery, retailers, and customers?

A: I appreciate the fact of what is done with the proceeds. I think it is great we contribute to Seniors, Education and Tourism. I particularly love that we play a role in the PROMISE SCHOLARSHIP.

Q: What has been your favorite Lottery game? (The one you wish you could play, but can't so you tell all your friends about.)

A: The one that creates the most excitement, Powerball!

Q: What is your favorite Lottery memory?

A: A few years ago we offered our first \$20 ticket. A customer at a country store would come buy this \$20 ticket every morning. He scratched the ticket in the store and on this particular morning, he spent a few moments reviewing the ticket and a poster on the window before beginning to shake. It turned out he won one of the first \$250,000 prizes on the game. It was truly life changing for him.

Q: What are your favorite activities and hobbies?

A: I am a family person; we are very close and spend a lot of time together. I am also into sports from a young age. I have enjoyed playing and watching sports. I enjoy coaching baseball, wrestling, football, and now chase around my grandkids and watch their sports.

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

wvlottery.com

(987-5297)

(987-5297)





# 28-BIN PLANOGRAM

July 2021

Planogram changes  
on June 29, 2021.



1083

\$20



1090

\$20



1093

\$20



1039

\$20



0991

\$20



1074

\$10



1065

\$10



1040

\$10



1084

\$10



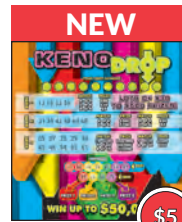
1056

\$10



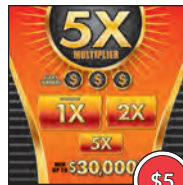
1088

\$10



1109

\$5



1078

\$5



1079

\$5



1089

\$5



1120

\$5



1085

\$5



1075

\$5



1092

\$5



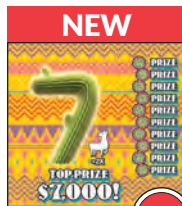
1068

\$5



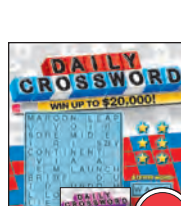
1086

\$2



1091

\$2



1076

\$3



1072

\$3



1087

\$1



1080

\$1



1073

\$2



1055

\$2

POG compliance  
should be assessed  
using the game  
number, and not  
the scene image.

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wvlottery.com

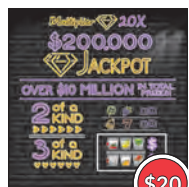
(987-5297)



# 24-BIN PLANOGRAM

July 2021

Planogram changes  
on June 29, 2021.



1083

\$20



1090

\$20



1093

\$20



1040

\$10



1084

\$10



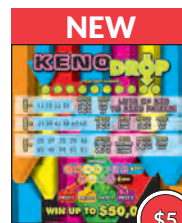
1074

\$10



1088

\$10



1109

\$5



1085

\$5



1079

\$5



1120

\$5



1092

\$5



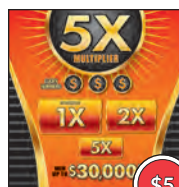
1086

\$2



1089

\$5



1078

\$5



1075

\$5



1087

\$1



1091

\$2



1076

\$3



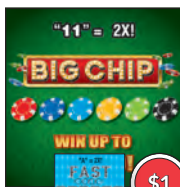
1072

\$3



1080

\$1



1070

\$1



1055

\$2



1073

\$2

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should be assessed  
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number, and not  
the scene image.

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(987-5297)

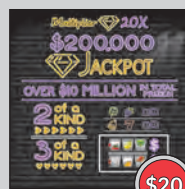




# 20-BIN PLANOGRAM

July 2021

Planogram changes  
on June 29, 2021.



1083

\$20



1040

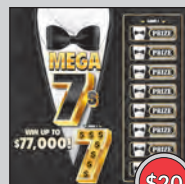
\$10

OR



1093

\$20



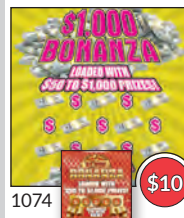
1090

\$20



1088

\$10



1074

\$10



1084

\$10



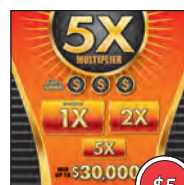
1079

\$5



1089

\$5



1078

\$5



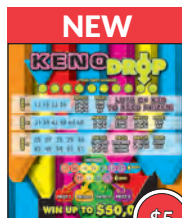
1085

\$5



1075

\$5



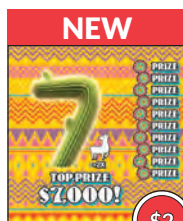
1109

\$5



1092

\$5



1091

\$2



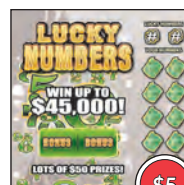
1076

\$3



1072

\$3



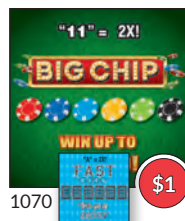
1120

\$5



1087

\$1



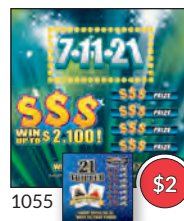
1070

\$1



1073

\$2



1055

\$2

POG compliance  
should be assessed  
using the game  
number, and not  
the scene image.

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

wvlottery.com

(987-5297)



# 16-BIN PLANOGRAM

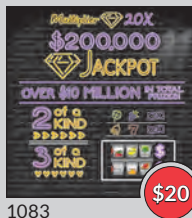
July 2021

Planogram changes  
on June 29, 2021.



1090

\$20



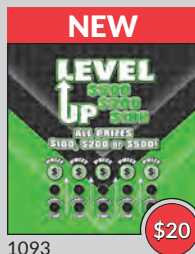
1083

\$20



1040

\$10



1093

\$20

OR



1074

\$10



1088

\$10



1120

\$5



1084

\$10



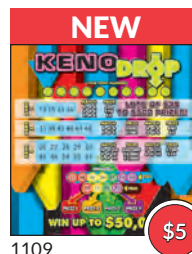
1092

\$5



1079

\$5



1109

\$5



1085

\$5



1076

\$3



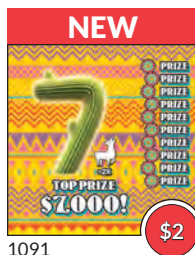
1072

\$3



1055

\$2



1091

\$2



1087

\$1



1070

\$1



1073

\$2

POG compliance  
should be assessed  
using the game  
number, and not  
the scene image.

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

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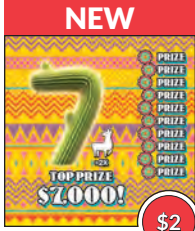



# 12-BIN PLANOGRAM

July 2021

Planogram changes on June 29, 2021.

 1074 \$10	 1040 \$10	 1079 \$5	 1085 \$5
OR			
 1093 \$20	 1090 \$20	 1088 \$10	 1109 \$5

POG compliance should be assessed using the game number, and not the scene image.

 1084 \$10	 1092 \$5	 1120 \$5	 1076 \$3
 1091 \$2	 1087 \$1	 1070 \$1	 1073 \$2

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