



December 2016

Round★Up

SCRATCH TICKET FOCUS

**When You Settle
(with validations)**

13 packs of
SUPER BREAK THE BANK
or
12 packs of
**HOLIDAY COUNTDOWN
SUPER TICKET™**



Receive a
**Free Pack* of
10X THE CASH**

* The Texas Lottery may substitute other scratch tickets of equal value for the game listed.



RETAILER PROMOTION

**NOVEMBER 20 -
DECEMBER 31, 2016**

**When You Settle
(with validations)**

12 packs of
HIPSTER HOLIDAY



Receive a
**Free Pack* of
5X THE CASH**

Ask your sales rep for details or visit txlottery.org.

DRAW TICKET FOCUS



RETAILERS!

**Help your players
pick the perfect gift!**

Lone Star Lineup™

**GIVE \$6 WORTH OF DRAW
GAMES FOR ONLY \$5!**

Visit txlottery.org for more details and watch the Lone Star Lineup video on the Texas Lottery® YouTube channel.
Overall odds of winning any prize in the Lone Star Lineup package are 1 in 1.95.

RETAIL POS EXECUTION



								
Mon & Thurs	Tues & Fri	Wed & Sat	Wed & Sat	Mon - Sat	Mon - Sat	Monday - Saturday		
Draw Break Starts 10:02 PM	Draw Break Starts 9:45 PM	Draw Break Starts 9:00 PM	Draw Break Starts 10:02 PM	Draw Break Starts 10:02 PM	Draw Break Starts 10:02 PM	Draw Breaks Start M – 9:50 AM D – 12:17 PM E – 5:50 PM N – 10:02 PM		
Draw Time 10:12 PM	Draw Time 10:12 PM	Draw Time 10:12 PM	Draw Time 10:12 PM	Draw Time 10:12 PM	Draw Time 10:12 PM	Draw Times M – 10:00 AM D – 12:27 PM E – 6:00 PM N – 10:12 PM		
M – Morning, D – Day, E – Evening, N – Night. Texas Lottery Game Drawings are not held on Sundays. Times listed are Central Time. Draw times listed are when drawings are broadcast in Texas.								

DECEMBER 2016 - NEW SCRATCH TICKETS START						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

RETAILER CASH INCENTIVE PROGRAM (RCIP)



SUPPORTING TEXAS EDUCATION AND VETERANS

YOU COULD WIN UP TO \$50,000

RETAILER CASH INCENTIVE PROGRAM #21
AUGUST 21 – NOVEMBER 19, 2016
2 WAYS TO CASH IN! Base Program + Drawing

- Earn up to \$50* for reaching your **Minimum Sales Goal (MSG)**** plus an additional \$75* for each additional \$1,000 in sales*** over your goal.
- **Eligibility Period (EP)**
Aug. 23, 2016 – Nov. 21, 2016
 For retailers with sales all 13 weeks of the EP, your **Minimum Sales Goal** is your weekly sales*** average during the EP x 13 weeks + 4.4% + \$500.
 $MSG = ((EP\ Avg) \times 13) + 4.4\% + \500
- **Alternate Eligibility Period (AEP)**
Mar. 6, 2016 – June 4, 2016
 For retailers who do not have sales all 13 weeks of the EP, you must have sales all 13 weeks in the AEP. If you have less than 13 weeks of sales during the AEP, you will not be included in this program. Your **Minimum Sales Goal** is your weekly sales*** average during the AEP (adjusted for seasonality) x 13 weeks + 4.4% + \$500.
 $MSG = (AEP\ Avg\ (adj)) \times 13 + 4.4\% + \500
- Reach your **Minimum Sales Goal** and earn an entry into the drawing for prizes of \$500 to \$50,000. Earn an additional entry for each additional \$1,000 in sales*** over your goal.
- Only one drawing prize per location.
- A chain with multiple locations may win at more than one location.
- Drawing is tentatively planned for Dec. 6, 2016.

Bonus Drawing Entries

Earn extra drawing entries when you sell **Lone Star Lineup™ (LSL)**. Reach your **Minimum Sales Goal** and earn one bonus drawing entry for every 10 LSL wagers you sell during the program.

# of Prizes	Prize Amount	Total
2	\$50,000	\$100,000
5	\$10,000	\$50,000
20	\$5,000	\$100,000
30	\$2,500	\$75,000
100	\$1,000	\$100,000
150	\$500	\$75,000
307		\$500,000

*Total retailer incentive payments exceed the allocated program budget; all payments will be reduced by an equal percentage in order to not exceed total program budget. Drawing entries and drawing prizes will not be reduced.
 **Minimum Sales Goal for eligible retailers will never be less than \$1,000.
 ***Incentive sales do not include Mega Millions®, MegaMillions®, Powerball® or Power Play®.

#21 ENDED SATURDAY, NOV. 19

- DRAWING PLANNED FOR DEC. 6
- INCENTIVE AND DRAWING PAYMENTS PLANNED FOR JAN. 13

#22 JAN. 1 – APR. 1, 2017

NEW!

2 RETAILER TIERS AND 2 DRAWINGS

This information provides retailers key elements of the RCIP. It is not a comprehensive description of the entire program. For complete program details, refer to the program flyer, talk to your lottery sales rep, call the Texas Lottery M-F 7 a.m. – 5:30 p.m. CT at 800-375-6886 or visit txlottery.org/Retailers.

RETAILER BONUSES



Game	Retailer	Location	Bonus
\$200 Million Payout #1759	Mike's Market	Bryan	\$10,000
\$200 Million Payout #1759	Fiesta Food-N-Fruit Mart	San Antonio	\$10,000
Millionaire's Club #1734	One Stop #13	Odessa	\$10,000



Draw Date	Retailer	Location	Bonus
8/25/16	Timewise #23205	Pearland	\$10,000
8/29/16	Pilot Travel Centers #433	Dallas	\$2,000
9/22/16	Toot 'N Totum #35	Amarillo	\$9,000



Draw Date	Retailer	Location	Bonus
9/17/16	Diamond Market #2	Needville	\$2,500



Draw Date	Retailer	Location	Bonus
8/23/16	Kroger #439	Fort Worth	\$1,000
8/22/16	A & A Truckstop	Houston	\$1,000
9/1/16	7-Eleven #107	Sonora	\$1,000

FREQUENTLY ASKED QUESTIONS

Q. What do I tell a customer who can't find their favorite scratch ticket game?

A. Players can use the Texas Lottery® mobile app to find specific scratch ticket games by going to the Scratch Tickets screen or the Retailer Locator screen on the app. We also have a Scratch Ticket and Retailer Locator feature online (txlottery.org). The features allow players to search by city, zip code, smoking policy and scratch ticket game. These tools make it easy for players to find a specific scratch ticket in their area. Search results include retailer contact information and a map for each location. Players may call the Customer Service Hotline (800-375-6886) for more information.



**GIFT RESPONSIBLY.
LOTTERY IS NOT FOR KIDS.**

PLAY
RESPONSIBLY.



SUPPORTING TEXAS EDUCATION
AND VETERANS

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