



May 2017

Round★Up

SCRATCH TICKET FOCUS



THE TEXAS LOTTERY TURNS 25!

On May 29, 1992, the Texas Lottery
sold its first ticket.

Celebrate our silver anniversary
by encouraging players to buy the
Texas Lottery 25th Anniversary
scratch ticket!

TICKET FEATURES

\$250,000 top prize

25 chances to win per ticket

DRAW GAME FOCUS

Did you know three of the
games in the *Lone Star Lineup*™
offer a retailer bonus?
Ask for the sale today!



BONUS



\$1,000 per top prizewinning *Chance**

BONUS



1% of top prizewinning ticket*

BONUS



\$2,500 per top prizewinning ticket*

*See the Retailer Bonus Chart on the Retailer Benefits & Bonuses page at txlottery.org, or call 800-375-6886 for more information. All Texas Lottery Commission directives, policies, procedures, rules and regulations apply.

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.

MAY 2017 - 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			

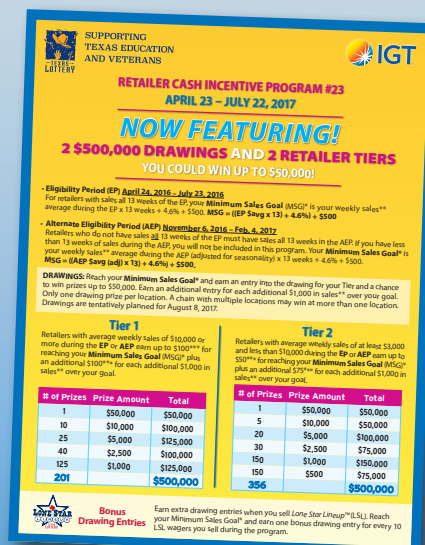
RETAILER CASH INCENTIVE PROGRAM (RCIP)

\$1 MILLION IN TOTAL DRAWING PRIZES

RCIP #23: APRIL 23 – JULY 22, 2017

- 2 RETAILER TIERS
- 1 DRAWING FOR EACH RETAILER TIER
 - 201 Tier 1 prizes of \$1,000 to \$50,000
 - 356 Tier 2 prizes of \$500 to \$50,000

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.



SUPPORTING TEXAS EDUCATION AND VETERANS **IGT**

RETAILER CASH INCENTIVE PROGRAM #23
APRIL 23 – JULY 22, 2017

NOW FEATURING!
2 \$500,000 DRAWINGS AND 2 RETAILER TIERS
YOU COULD WIN UP TO \$50,000!

Eligibility Period (EP): April 24, 2016 – July 22, 2017
For retailers with sales at 13 weeks of the EP your Minimum Sales Goal (MSG) is your weekly sales* average during the EP x 13 weeks = 4.6% x \$500. MSG = (EP Sales x 13) + 4.6% x \$500.

Alternate Eligibility Period (AEP): November 6, 2016 – Feb. 4, 2017
Retailers who do not have sales at 13 weeks of the EP must have sales at 13 weeks in the AEP if you have less than 13 weeks of sales during the EP you will not be included in this program. Your Minimum Sales Goal* is your weekly sales* average during the AEP adjusted for seasonality = 13 weeks x 4.6% x \$500. MSG = (AEP Sales x 13) + 4.6% x \$500.

DRAWINGS: Reach your Minimum Sales Goal* and earn an entry into the drawing for your Tier and a chance to win prizes up 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. Drawings are tentatively planned for August 8, 2017.

Tier 1
Retailers with average weekly sales of \$10,000 or more during the EP or AEP earn up to 100*** for reaching your Minimum Sales Goal (MSG) plus an additional 100*** for each additional \$1,000 in sales** over your goal.

# of Prizes	Prize Amount	Total
1	\$50,000	\$50,000
10	\$10,000	\$100,000
25	\$5,000	\$125,000
40	\$2,500	\$100,000
125	\$1,000	\$125,000
201		\$500,000

Tier 2
Retailers with average weekly sales of at least \$2,000 and less than \$10,000 during the EP or AEP earn up to 50*** for reaching your Minimum Sales Goal (MSG) plus an additional 50*** for each additional \$1,000 in sales** over your goal.

# of Prizes	Prize Amount	Total
1	\$50,000	\$50,000
5	\$10,000	\$50,000
20	\$5,000	\$100,000
30	\$2,500	\$75,000
150	\$1,000	\$150,000
356	\$500	\$178,000

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

RETAILER BONUSES



Draw Date	Retailer	Location	Bonus
12/26/16	Bellfort Shell	Houston	\$2,500



Draw Date	Retailer	Location	Bonus
2/6/17	Kroger #385	Houston	\$1,000



Draw Date	Retailer	Location	Bonus
12/29/16	Love's Travel Stop #481	Deer Park	\$2,750
1/2/17	7-Eleven #36515	Victoria	\$2,000



Game	Retailer	Location	Bonus
\$500,000,000 Extreme CaSh Blast #1387	Mr. Express #3	Pearland	\$10,000
Millionaire's Club #1734	Oak Hills Food Mart	Austin	\$10,000
\$500,000,000 Cash #1671	Erin's Liquor	Midland	\$10,000
\$7,500,000 Ultimate Cash #1832	Timewise #06801	Laredo	\$10,000
100X The Cash #1753	Cinco Ranch Shell	Katy	\$10,000
\$500,000,000 Extreme CaSh Blast #1387	Cracker Barrel #5	Rockport	\$10,000
50X The Cash #1827	Jack's Grocery	Houston	\$10,000
\$7,500,000 Ultimate Cash #1832	Jimmy's Food Store	Fort Worth	\$10,000
\$200 Million Payout #1759	Sherry's	Pleasanton	\$10,000
50X The Cash #1827	Blackhawk Conv. Store	Pflugerville	\$10,000

RETAILER SURVEY

Retailer Number:	Position of Person Completing Survey:	<input type="checkbox"/> Owner	<input type="checkbox"/> Manager	<input type="checkbox"/> Employee
	Shift When Survey Completed:	<input type="checkbox"/> Day	<input type="checkbox"/> Evening	<input type="checkbox"/> Overnight

- Are you aware of the PLAY RESPONSIBLY information on the Retailers page of the Texas Lottery website txlottery.org?
Yes ____ No ____
- Are Texas Lottery PLAY RESPONSIBLY brochures available in your store? Yes ____ No ____ Not sure ____
- Would you like more information about problem gambling? Yes ____ No ____ Not sure ____

Please return by May 31, 2017. Thank you.

Please send survey to: David Wilkinson, Research Coordinator • Texas Lottery Commission • P.O. Box 16630 • Austin, Texas 78761-6630 • FAX: 512-344-5254

PLAY
RESPONSIBLY.



SUPPORTING TEXAS EDUCATION
AND VETERANS

txlottery.org