



November 2015

Round★Up

SCRATCH TICKET FOCUS

Proceeds from
the sale of
these scratch
tickets support
Texas Veterans!



Since 2009, the Texas Lottery has contributed more than \$50 million for important programs benefiting Texas Veterans and their families through the Fund for Veterans' Assistance.

DRAW GAME FOCUS

IT'S ALL IN THE DRAW.

TEXAS



Powerball® is the big game
with big prizes!

Ask for the sale today!

Sales for the NEW *Powerball* matrix began **October 4** and there were lots of exciting changes including:

NEW overall odds of winning any prize are 1 in 24.9!

The new *Powerball* has better overall odds of winning any prize!

NEW 10X Power Play® multiplier!

Players can increase their non-Grand Prize winnings by 2, 3, 4, 5 or **10** times!

The 10X *Power Play* multiplier will be available for drawings in which the initially advertized annuitized Grand Prize amount is \$150 million or less.

NEW 3rd Tier Prize amount!

The third prize (match 4 + 1) increased from \$10,000 to **\$50,000!**

Visit txlottery.org for more *Powerball* game details or contact us at 800-375-6886.



RETAIL POS EXECUTION GUIDE



GEMINI™ TOPPER



BEGIN POST: 11/9
END POST: 11/20

BEGIN PULL: 12/28
END PULL: 1/8

CLING



BEGIN POST: 11/9
END POST: 11/20

BEGIN PULL: 12/28
END PULL: 1/8

ENGLISH AND
SPANISH VERSIONS

GEMINI PLAYSLIP HOLDER



COROPLAST

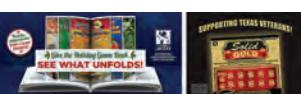


BEGIN POST: 11/9
END POST: 11/20

BEGIN PULL: 12/28
END PULL: 1/8

ENGLISH AND SPANISH VERSIONS

PLAYSTATION INSERT



BEGIN POST: 11/9
END POST: 11/20

BEGIN PULL: 12/28
END PULL: 1/8

ENGLISH/SPANISH REVERSIBLE

BIN TOPPER



BEGIN POST: 11/9
END POST: 11/20

BEGIN PULL: 12/28
END PULL: 1/8

MINI BILLBOARD 1



BEGIN POST: 11/9
END POST: 11/20

BEGIN PULL: 12/28
END PULL: 1/8

MINI BILLBOARD 2



For locations with additional mini-billboard placement, a draw schedule may be posted.

INCREMENTAL TOPPER



BEGIN POST: 11/9
END POST: 11/20

BEGIN PULL: 12/28
END PULL: 1/8

CHANGE MAT 1



BEGIN POST: 9/14
END POST: TBD

BEGIN PULL: TBD
END PULL: TBD

CEILING DROPPER



Distribution in November.

CHANGE MAT 2



May be placed in location secondary to Draw Schedule change mat.

BEGIN POST: 11/9
END POST: 11/20

BEGIN PULL: 12/28
END PULL: 1/8

THESE DATES ARE PROVIDED FOR RETAILER INFORMATION ONLY, NOT ACTION.
PLEASE ALLOW YOUR LSR TO POST AND PULL ALL THE ELEMENTS.

RETAILER CASH INCENTIVE PROGRAM



RETAILER CASH INCENTIVE PROGRAM #18 AUGUST 23 – NOVEMBER 21, 2015

How to Track Your Progress

- Altura® terminal – Select “REPORTS” then “Retailer Incentive.”
- Register to use the Lottery Services Portal at tx.gtechlsp.com or go to txlottery.org and click the “Retailers” link. For assistance, call 800-375-6886.
- Ask your lottery sales representative (LSR).

Incentive sales include ALL games except *Powerball & Mega Millions®*.

RETAILER BONUSES



Draw Date	Retailer	Location	Bonus
6/18/15	Royse City Convenience	Royse City	\$2,000
6/29/15	Bay Mart	Houston	\$3,000
7/23/15	Brookshire Food Store #32	Canton	\$9,500



Game	Retailer	Location	Bonus
\$500,000,000 Cash #1671	Airport Shell	Houston	\$10,000
Weekly Grand #1628	Handi Stop #41	Hempstead	\$10,000
\$500,000,000 Cash #1671	W. Airport Gas Station	Sugar Land	\$10,000
50X The Cash #1663	7-Eleven Conv. Store #26589B	Irving	\$10,000
Bonus Weekly Grand #1629	Hondo's Chevron	Hondo	\$10,000
100X The Cash #1666	Speedy Pack II	Brownsville	\$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

1. Do you and your staff understand the new \$2 daily draw game, Texas Triple Chance™? Yes ____ No ____

Please check here if you would like to hear more about the game. ____

2. Do your customers like the new daily Texas Triple Chance \$2 draw game? Yes ____ No ____ Not sure ____

Thanks! A retailer will be selected from a random drawing of all completed surveys from this issue to receive a Texas Lottery® prize package of promotional items!

Return by December 31, 2015

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