



October 2015

Round★Up

SCRATCH-OFF FOCUS

When You Settle
(with validations)

12 packs of
\$1 SET FOR LIFE
or
12 packs of
\$2 SET FOR LIFE

Receive a
Free Pack* of
\$1 SET FOR LIFE



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

RETAILER PROMOTION

SEPTEMBER 20 – OCTOBER 31, 2015

When You Settle
(with validations)

12 packs of
\$5 SET FOR LIFE
or
12 packs of
\$10 SET FOR LIFE

Receive a
Free Pack* of
\$2 SET FOR LIFE

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



DRAW GAME FOCUS



THREE CHANCES TO
WIN UP TO \$100,000
IN EVERY \$2 PLAY!

Ask your players to try this exciting new draw game
from the Texas Lottery!



Watch the How-to-Play video at txlottery.org, on  or just scan the QR code  on the Texas Triple Chance™ POS.

Clerk Voucher Promotion: Sept. 28 – Oct. 17

- Every time you produce 5 Texas Triple Chance tickets, each worth \$10 or more, the terminal will print a prize voucher.
- Redeem the voucher with your lottery sales representative for a Texas Lottery® stainless steel sports bottle.
- Vouchers cannot be redeemed at Texas Lottery claim centers or by mail.
- Offer good while supplies last or until the promotion ends October 17, 2015, whichever comes first.

Player Promotion: Oct. 18 – Nov. 7

- Players will receive a **FREE** \$2 Texas Triple Chance Quick Pick when they purchase \$10 or more of Texas Triple Chance on one ticket.
- Be sure to display POS prominently to encourage players to try this great new game! Drawings nightly, Monday-Saturday at 10:12 p.m. CT.

RETAIL POS EXECUTION GUIDE



GEMINI™ TOPPER



BEGIN POST: 9/14
END POST: 9/28

BEGIN PULL: 11/9
END PULL: 11/20

CLING



BEGIN POST: 9/14
END POST: 9/28
BEGIN PULL: 11/9
END PULL: 11/20

ENGLISH AND
SPANISH VERSIONS

GEMINI PLAYSIP HOLDER



Updated with new draw break times

COROPLAST



BEGIN POST: 9/14
END POST: 9/28

ENGLISH AND SPANISH VERSIONS

PLAYSTATION INSERT



BEGIN POST: 9/14
END POST: 9/28

BEGIN PULL: 11/9
END PULL: 11/20

ENGLISH/SPANISH REVERSIBLE

MINI BILLBOARD INSERT



BEGIN POST: 9/14
END POST: 9/28

BEGIN PULL: 11/9
END PULL: 11/20

BIN TOPPER



BEGIN POST: 9/14
END POST: 9/28

BEGIN PULL: 11/9
END PULL: 11/20

MINI BILLBOARD 1



BEGIN POST: 9/14
END POST: 9/28

BEGIN PULL: 11/9
END PULL: 11/20

MINI BILLBOARD 2



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

MINI LUGON



BEGIN POST: 5/18
END POST: 6/1

CHANGE MAT 1



BEGIN POST: TBD
END POST: TBD

BEGIN PULL: TBD
END PULL: TBD

CHANGE MAT 2



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

TOWER TOPPER



POST: UPON RECEIPT
PULL: TBD

Double face \$500,000,000 Cash
in tower until holiday game release.

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

2 WAYS TO CASH IN! Base Program + Drawing

Incentive Sales Include

- All draw games, including *Texas Triple Chance™* (except *Powerball®* and *Mega Millions®*)
- All scratch-offs

Track Your Progress

- Terminal – Select REPORTS, then Retailer Incentive
- Lottery Services Portal – register at tx.gtechlsp.com
- Talk to your lottery sales representative

Don't Miss Your Chance to Win Up To \$50,000!

- Program details are available at txlottery.org
- Talk to your lottery sales representative about ways to increase your sales and meet your goal!

If 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.

RETAILER BONUSES



Draw Date	Retailer	Location	Bonus
6/15/15	Aziz Convenience Store #33	Edinburg	\$6,000



Game	Retailer	Location	Bonus
100X The Cash #1666	The Pogie Plant	Pearland	\$10,000
50X The Cash #1663	West End Convenience Store	San Saba	\$10,000
\$200,000,000 Cash Blowout #1644	Stripes No. 1070	West Columbia	\$10,000
One Million Cash #1602	A-Food Mart	Tyler	\$10,000
\$500,000,000 Cash #1671	Texan Mart Valero	Houston	\$10,000

FREQUENTLY ASKED QUESTIONS

Q. My customer brought in a draw game ticket that has turned dark and unreadable. What should I do?

A. The Texas Lottery uses Accutherm-Ultra paper in its sales terminals for printing tickets and reports. This lottery industry standard offers many advantages. However, it is sensitive to extreme heat and prolonged exposure to sunlight that may result in damage to a player's ticket. IGT delivers each roll to you in a black plastic bag and it should be stored in the bag in conditions that do not exceed 85 percent humidity or 122°F (50°C). Players should exercise the same care with their tickets. If a ticket turns dark and is unreadable by the terminal scanner, provide a claim form and ask the player to contact Texas Lottery Customer Service Hotline at **800-375-6886** or visit the nearest claim center.

Q. What steps can I take as a Texas Lottery Retailer to safeguard my tickets and have the best selling experience possible?

- A.**
- Maintain accurate inventory records including the game number, pack number and ticket number.
 - Do not pay prizes on tickets that have not been validated properly through the terminal.
 - Provide all customers with their validation receipt for ticket validations that you perform.
 - Properly deface tickets for which a prize has been paid. Do not return tickets to players after you have paid a prize.
 - Report stolen tickets immediately to local law enforcement authorities and the IGT hotline at **800-458-0884**. IGT hotline is open 24 hours, 7 days a week.

PLAY
RESPONSIBLY.



SUPPORTING TEXAS EDUCATION
AND VETERANS

txlottery.org