

# TEXAS LOTTERY® RoundUp

News and Ideas for Texas Lottery® Retailers

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September/October 2014

## RoundUp

September/October 2014

Email questions or comments about

**RoundUp to:**

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**Texas Lottery Commission**

**Headquarters:**

611 E. 6th Street  
Austin TX 78701

**Mailing Address:**

PO Box 16630  
Austin TX 78761-6630

**Retailer Services Hotline:**

800-375-6886

(Select Option 3, then Option 2 for  
licensing or accounting questions.)

Available 7 a.m. - 5:30 p.m. Central Time  
Monday - Friday

**GTECH Hotline:**

800-458-0884

(For equipment problems,  
to report stolen tickets,  
or to order tickets.)

Available 24 hours,  
7 days a week

**Website:**

txlottery.org



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## REMEMBER!

If you find your retailer ID number hidden in this issue of *RoundUp*, you can receive a prize package of Texas Lottery promotional items!

To claim your prize, call 800-37-LOTTO.  
You must call by October 31, 2014.

## Lottery Services Portal Coming Soon!

The Texas Lottery and GTECH® have been working to create an exciting new website called Lottery Services Portal (LSP).

LSP will eventually replace the current Retailer Services Center (RSC). [498136] This new system has been designed with both current and potential retailers in mind by continuing to provide many of the familiar inventory and accounting reports available in RSC as well as new features. As a licensed Texas Lottery retailer registered on LSP, you will be able to log in and access valuable functionality such as the ability to manage your LSP account and view/download reports on lottery sales, ticket validations, pack settlements and inventory.

Retailers will be able to renew their lottery sales license(s) online and potential retailers will be able to apply electronically for a new license! These capabilities are anticipated to simplify and expedite the application submission process. Users will benefit from a sleek, user-friendly message board on the LSP home screen where the Texas Lottery will alert you to any action you'll need to take in the licensing process. [177630] All you have to do is click on the notification in the message board and it will let you know exactly what to do, such as complete a form or just a section of a form.

LSP will also come equipped with great help features such as Frequently Asked Questions (FAQs), retailer forms and guidelines, along with multiple ways to contact the Texas Lottery should you need assistance.

Stay tuned for more to come on the launch of Lottery Services Portal!



# Introducing the New *Instant All or Nothing™* Game!

We're bringing players the scratch-off version of our newest draw game *All or Nothing™*. Make sure your customers know about game #1559 *Instant All or Nothing!* Sales started August 18.

**\$5**
TEXAS LOTTERY®



T E X A S   L O T T E R Y

4

**PRIZE LEGEND**

MATCH <b>12</b> PRIZE	MATCH <b>11</b> PRIZE	MATCH <b>10</b> PRIZE	MATCH <b>9</b> PRIZE	MATCH <b>8</b> PRIZE
\$250,000	\$500	\$50	\$10	\$5
MATCH <b>4</b> PRIZE	MATCH <b>3</b> PRIZE	MATCH <b>2</b> PRIZE	MATCH <b>1</b> PRIZE	MATCH <b>0</b> PRIZE
\$5	\$6 <small>All or Nothing Ticket</small>	\$50	\$500	\$250,000

**TOP PRIZE \$250,000!**

**GAME BOARD**

1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24

**YOUR NUMBERS**

\$

\$

\$

\$

\$

\$

SEE BACK FOR FULL PLAY INSTRUCTIONS

**1** Scratch the YOUR NUMBERS area to reveal your twelve numbers.

**2** Scratch and reveal only the numbers in the GAME BOARD that match YOUR NUMBERS.

**3** Count the number of BLACK CIRCLED NUMBERS on the GAME BOARD you revealed and matched to YOUR NUMBERS.

**4** Win prize indicated in the PRIZE LEGEND. If the winning prize amount is "MATCH 3", you win three *All or Nothing* Quick Picks (a \$6 ticket) for the next drawing.

# Retailer Spotlight

## Kent Kwik #216

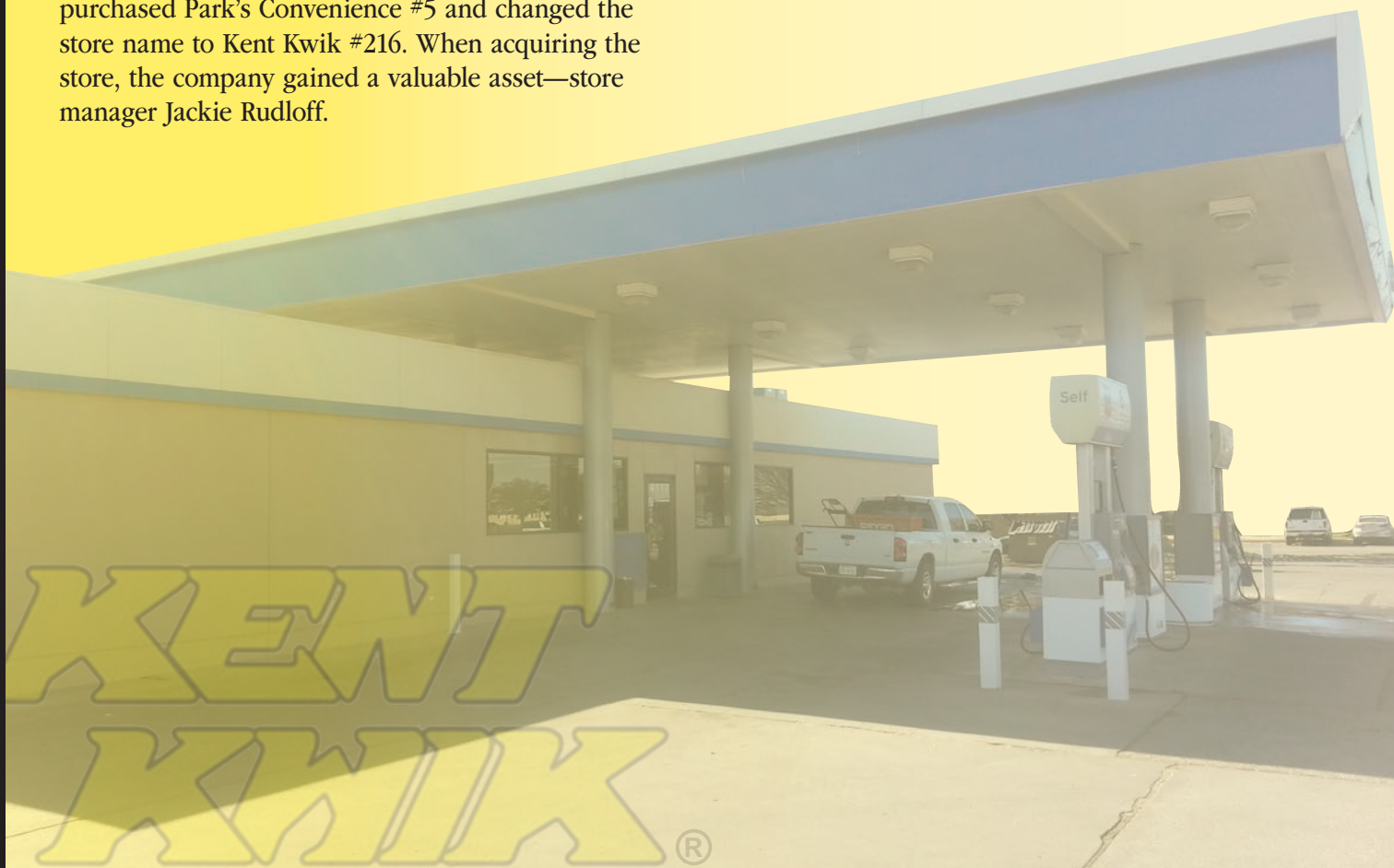
Last November, Kent Kwik #216 in Odessa sold a jackpot prize-winning *Lotto Texas*® [138501] ticket in the amount of \$6,250,000, earning the store a \$62,500 bonus! In January, Texas Lottery Commission Draw Game Coordinator Julie Terrell presented owner Bill Kent with a ceremonial retailer bonus check. To celebrate the check presentation, GTECH conducted a Spin and Win promotion to thank and reward players. News West 9, the local NBC affiliate, was on site to capture the event!

The beneficiaries of this event were not limited to the winning player and Kent Kwik Stores. Mr. Kent chose to present a check for \$2,083 to each of the three employees working at the store when the ticket was sold!

Kent Kwik Convenience Stores currently operates 36 high-volume Texas Lottery stores in the booming Midland/Odessa market. In January 2013, Kent Oil purchased Park's Convenience #5 and changed the store name to Kent Kwik #216. When acquiring the store, the company gained a valuable asset—store manager Jackie Rudloff.

Customer service is Kent Kwik Stores' top priority, which was exhibited by Ms. Rudloff during the retailer bonus check presentation. Ms. Rudloff cheerfully greeted customers and knew almost every single person who walked through the door. She even went outside to greet customers that were purchasing gas too, just to say hello.

Even though the size of the store is smaller than many of its competitors, their weekly sales as of spring 2014 averaged \$6,046, which was well above the state's average of \$4,823. [148794] The store offers two 16-bin in-counter instant ticket dispensers and an additional 16 dispensers on top of the counter for a total of 48 slots. Ms. Rudloff keeps top-performing games and all new games merchandized for customers to see. Ms. Rudloff makes the most of Texas Lottery POS throughout the store, despite its small size.





Kent Kwik Stores' Director of Marketing Richie Rodgers, [123607] is committed to working with the Texas Lottery and GTECH to collaboratively develop custom promotions, utilizing several product categories in the store to reach customers who may become new Texas Lottery players. Kent Kwik is forward-thinking in their approach to offer quality service and products to their customers with the Texas Lottery as a core component of their overall growth strategy.



Top to bottom:  
Consuelo Martinez  
Maria Medrano  
and Jackie Rudloff.



Group Photo (left to right): Meredith  
Bright, Karla Grimes, Bill Kent,  
Consuelo Martinez, Jackie Rudloff,  
Maria Medrano.





# Texas Lottery Rewards Fans with Social Media Promotions

The Texas Lottery has a message for its Facebook fans and Twitter followers: We appreciate you! And to show it, the agency is running various promotions on social media. Promotions have been used to support the *Star Trek*™, *KISS*® and *Texas Dream Home* scratch-off games.

Prior to the launch of the *Star Trek* game, the Texas Lottery created YouTube videos to promote the game launch and a dedicated microsite was established at [StarTrekFansUnite.com](http://StarTrekFansUnite.com). These properties drove users to the lottery's Facebook event page where they could participate in a *Star Trek*™ photo contest for the chance to receive an autograph from William Shatner. The month of the event, the lottery's Facebook engagement more than tripled from the previous month and the number of likes on the Texas Lottery Facebook page increased by 26.7 percent. In total, the Texas Lottery's *Star Trek*™ scratch-off game achieved \$14.7 million in sales, helping generate revenue for public schools in Texas.

The Show Us Your *KISS*® [145580] promotional campaign was designed to increase awareness of the *KISS*® scratch-off ticket. The promotion included a video of the band in full dress and makeup, social media support on the official pages of both the band and the Texas Lottery, and a Facebook photograph contest. The Facebook photograph contest required entrants to "like" the official Texas Lottery page and upload an image. Five winning entries were selected based on creativity, quality, relevance to the Texas Lottery brand and relevance to the *KISS*® brand. [596331] Of the qualifying entries, 12.5 percent were new recruits and 37.5 percent entered via mobile.

The *Texas Dream Home* social media promotion was the Texas Lottery's most successful promotion on social media to date. In order to promote the *Texas Dream Home* scratch-off ticket, we held a *Texas Dream Home* Mini-Makeover promotion on social media from April 28 to May 31, offering Twitter followers and Facebook fans opportunities to win The Home Depot® Gift Cards. Facebook fans uploaded photographs of spaces needing makeovers, and prizes were

awarded for first, second and third place (as voted on by Texas Lottery Facebook fans):

- One (1) first place winner received a \$1,000 The Home Depot® Gift Card
- One (1) second place winner received a \$500 The Home Depot® Gift Card
- One (1) third place winner received a \$250 The Home Depot® Gift Card

Two Twitter winners were selected each week with each winner receiving one (1) \$50 The Home Depot® Gift Card.

During the *Texas Dream Home* promotion we received almost 6,700 new likes on Facebook, an increase of about 23 percent in just 33 days. The *Texas Dream Home* custom tab on Facebook received more than 42,000 views, and individuals actively interacted with the page by entering the promotion and/or voting on entries more than 1,500 times. On Twitter, we received 246 new followers and 428 individual interactions on our *Texas Dream Home* posts (faves, retweets and replies).

The importance of social media for game awareness and excitement will continue to increase as more people begin interacting with the Texas Lottery on their tablets and other mobile devices. The Texas [311908] Lottery plans to be there with important information and engaging content to keep our games on players' radar for years to come.





# ***Texas Lottery*** *at the State Fair of Texas®*

## ***20 Years and Counting!***

The Texas Lottery has been entertaining fairgoers with the *Games of Texas* at the State Fair of Texas® in Dallas since 1993! The Texas Lottery Luck Zone is in the heart of Fair Park next to the State Fair's popular Top o' Texas ride and is located next to multiple food and shopping options. [174876] The State Fair runs September 26 through October 19.

The Luck Zone will feature player promotions such as the Texas Lottery Spinning Wheel, where players can instantly win Texas Lottery scratch-offs! Players also will have the chance to be "blown away" with the new \$200,000,000 *Cash Blowout* scratch-off ticket. [175599] Purchase five \$200,000,000 *Cash Blowout* tickets and you can head straight into the Money Machine for the chance to win even more scratch-off tickets!

There will also be many "State Fair Specials" available to choose from, such as a free Texas Lottery umbrella with the purchase of two *Super Weekly Grand* scratch-off tickets, or a free Texas Lottery hooded sweatshirt with [151435] the purchase of a *Millionaires Club* scratch-off ticket.

Patrons can play their favorite jackpot draw games such as *Lotto Texas*, *Mega Millions*®, *Powerball*® and *Texas Two Step*®. They can also play daily draw games like *Cash Five*®, *All or Nothing*, *Pick 3*™ and *Daily 4*™ for a chance to win big bucks! [173922]

Don't forget to tell your customers to visit the State Fair of Texas® and stop by the Texas Lottery Luck Zone for a unique "stay and play" experience and a chance to win!



# September/October 2014 Retailer Survey

Position of the 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

Did you know that the *All or Nothing*<sup>™</sup> game matrix (pick 12 numbers from 1 through 24) has not changed since the game was first introduced in 2012?

Yes\_\_\_\_\_ No\_\_\_\_\_

Are your customers aware that *All or Nothing* has the best overall odds of any Texas Lottery draw game?

Yes\_\_\_\_\_ No\_\_\_\_\_

Are you aware that 44 *All or Nothing* top prizes of \$250,000 have been won through July 5, 2014?

Yes\_\_\_\_\_ No\_\_\_\_\_

What information would help you promote *All or Nothing* to players?

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**Your Retailer Number** \_\_\_\_\_

Please return the survey by **October 24, 2014**

**Thank you for your time. A retailer will be selected from a random drawing of all completed surveys from this issue of *RoundUp* to receive a Texas Lottery prize package of promotional items!**

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



# Turn High Jackpots into Soaring Sales — Remember, Any Jackpot is a **BIG ONE!**

When jackpots climb, [175171] so does player excitement for these hot games. Take your sales to another level with these jackpot alert tips:



01

Make sure your ESMM screen and all jackpot signs are positioned in a highly visible location for your players.

02

Ask your lottery sales rep for jackpot stickers and have your clerks wear them.

03

Make sure you have enough playslips, ticket roll stock, and how to play brochures displayed. If you are running low, notify your lottery sales rep.

04

Use Facebook or Twitter to spread the word about exciting jackpots.

05

Offer special in-store promotions when jackpots are big: FREE coffee with a Powerball® ticket purchase.

06

Prominently display Winner Awareness

07

Remember the #1 way to drive sales: Ask for the Sale!

The Texas Lottery's *Mega Millions* and *Powerball* bonus, 1 percent of jackpot portion won in Texas up to \$1 million, is one of the highest in the nation. Plus, bonuses of 1 percent of the jackpot/top prizes won from *Lotto Texas* (up to \$500,000), *Texas Two Step* (up to \$10,000) and *Cash Five* mean retailers benefit no matter which game sells best in their businesses. Even scratch-off tickets can land a retailer a bonus of \$10,000 for selling prize winning tickets of \$1 million or more. Bonuses apply to all lottery tickets purchased at the retail location, [504611] whether sold at the counter or at a Gemini™ (self-service terminal). Maintaining a license in good standing, allows a retailer to be eligible for one of these exciting bonuses.

(This information is provided to inform retailers of the Texas Lottery Commission's retailer bonus program. It is not a comprehensive description of the entire program. All Texas Lottery Commission directives, policies, procedures, rules and regulations apply.)

# Frequently Asked Questions

## **Q. A player has asked to keep their scratch-off ticket after it was validated. What should I do?**

- A.** A retailer should never return a validated, paid ticket to a customer. After a prize has been paid on a winning ticket, properly deface the ticket so that it cannot be presented again as a winning ticket. Tear or deface the ticket, splitting or defacing the barcode from top to bottom. Provide the player with their receipt showing the validation amount. This receipt is generated for the player's recordkeeping and verification of the prize amount.

This information is available on our website, [177897] [txlottery.org](http://txlottery.org), in the Administration of State Lottery Act.

## **Q. The terminal displays "Claim at Lottery." What does that mean?**

- A.** There may be several reasons why a ticket will not validate. If the terminal displays "Claim at Lottery," the player will need to claim their prize through the lottery directly. Please encourage the player to call the Texas Lottery at 800-375-6886 for further assistance.

## **Q. Who is responsible for maintenance and repair of the equipment?**

- A.** The retailer is responsible for keeping equipment clean and minor maintenance like changing paper and clearing jams. If your equipment is disabled or you are not sure how to fix a problem, please call the GTECH Hotline, 800-458-0884, for support. The hotline is available 24 hours a day, 7 days a week. The hotline staff can often help retailers fix minor problems over the phone. Hotline staff can also dispatch Service Technicians to address more

significant problems and provide repair and maintenance services.

## **Q. Is there a way to get inventory reports through the Internet?**

- A.** Yes, you may access the Retailer Services Center (RSC) at [txlottery.org/rsc](http://txlottery.org/rsc). Updates from the Texas Lottery Commission accounting system are transferred to the RSC each morning. The RSC is available 24 hours a day, seven days a week at no charge. License holders may enroll in the service by using their Lottery Retailer ID and establishing a username and password. Once you have created your user ID, you may view your ticket inventory and accounting activity for the past seven weeks. For more information, you may contact Texas Lottery Retailer Services at 800-375-6886.

## **Q. How do I order scratch-off tickets?**

- A.** You may order scratch-off tickets through your Lottery Sales Representative (LSR) or by calling the GTECH Hotline at 800-458-0884. Your LSR will work with you and help promote lottery sales at your business by conducting an inventory review and providing merchandising support. [250236] The hotline staff can also provide you with assistance in ticket ordering or processing.

## **Q. What is a draw break and what time does it occur?**

- A.** The purpose of a draw break is to verify that wagering has stopped for that draw. During the break players cannot purchase tickets for any game that has a drawing during the draw break. For example, during draw break on Saturday night, players cannot purchase tickets for *Lotto Texas*,



breaks are scheduled to last 15 minutes, except *Powerball* which is 9:00 – 10:15 p.m. Central Time and *Mega Millions* which is 9:45 – 10:15 p.m. Central Time.

## Frequently Asked Questions

Don't miss your chance to win \$50,000 in the Retailer Cash Incentive Program (RCIP) Drawing. [507417] By meeting your RCIP sales goal, you earn an entry into the drawing. Plus, you earn another entry for each additional \$1,000 in sales over your goal.

Sales for the following games during the RCIP count toward your goal and entries into the drawing: all scratch-off games, *Lotto Texas*, *Texas Two Step*, *All or Nothing*, *Pick 3*, *Daily 4* and *Cash Five*.

Track your sales and entries with the terminal report or log on to the Texas Lottery Retailer Services Center at **txlottery.org**. Talk to your lottery sales representative about ways to achieve your goal. [174671] The current incentive program runs August 24 – November 22, 2014, with the drawing planned for December 9.

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# Retailer Bonuses



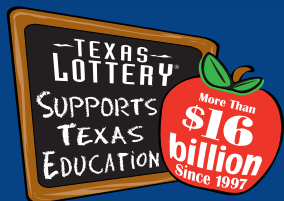
Game	Retailer	Location	Bonus
\$200 Million Cash Spectacular #1433	7-Eleven #132	Andrews	\$10,000
100X The Cash #1583	Dell Dale Food Store	Channelview	\$10,000
\$500,000,000 Extreme Cash Blast #1387	First Convenience	Port Lavaca	\$10,000
50X The Cash #1580	Bass Pro Beverages	Garland	\$10,000
Monthly Bonus #1453	TETCO #316	San Antonio	\$10,000
\$500,000,000 Extreme Cash Blast #1387	HEB Food Store #473	Pasadena	\$10,000
100X The Cash #1583	Hildebrand Grocery	San Antonio	\$10,000
50X The Cash #1580	The Store	Pleasanton	\$10,000
\$500,000,000 Extreme Cash Blast #1387	Wellborn Grocery	College Station	\$10,000
\$500,000,000 Extreme Cash Blast #1387	Avenue Food Mart	Pflugerville	\$10,000
Weekly Grand #1555	Richmond Meat Market	Richmond	\$10,000
Millionaires Club #1492	RaceTrac #119	Denton	\$10,000



Draw Date	Retailer	Location	Bonus
4/3/14	Raceway #6774	Houston	\$3,125
4/3/14	7-Eleven #35027	Dallas	\$3,125
4/17/14	Chilly Mart	Richardson	\$4,500
5/5/14	Kroger #320	Sugar Land	\$5,750
6/5/14	Conoco Food Mart	Houston	\$5,000
6/5/14	Gulfway Food Mart	Port Arthur	\$5,000



Draw Date	Retailer	Location	Bonus
5/31/14	Stripes #9416	Cuero	\$365,312.76



PLAY RESPONSIBLY.

Visit us online at:  
[txlottery.org](http://txlottery.org)



L to R: Stripes #9416 General Manager Claudia Lopez, Texas Lottery Products & Drawings Manager Robert Tirloni, Stripes PR/Marketing Rep Piper Scott, GTECH Key Account Rep Andrew Donilin.

## Cuero Retailer Gets a Big Bonus!

On July 18, **Stripes #9416** located in **Cuero** received a retailer bonus of \$365,312.76 for selling a jackpot-winning ticket worth \$36.25 million for the May 31 *Lotto Texas* drawing. Congratulations!