

CELEBRATING 23 YEARS SINCE THE FIRST TICKET WAS SOLD IN SC

# THE GAMEPLAN

RETAILER NEWSLETTER OF THE SOUTH CAROLINA EDUCATION LOTTERY • DECEMBER 2025 EDITION



MUST BE 18 OR OLDER TO PLAY

MORE THAN \$9 BILLION RAISED FOR EDUCATION SINCE 2002

PLAY RESPONSIBLY



The *Game Plan* is published monthly by the South Carolina Education Lottery. Every effort is made to ensure the information presented is accurate. Due to print lead times, certain information may not be the finalized product or version. For questions about this publication, call 803-737-4419.

REMINDERS

**BY STATE LAW, ODDS INFORMATION MUST BE DISPLAYED IN ALL RETAIL OUTLETS ADJACENT TO SCEL POINT OF SALE.** This information is included in the piece called “Odds of Our Games.”

**Display the Top Prizes Remaining Report:** Every morning when you sign in the terminal will generate a “Top Prizes Remaining” report. Post this updated report in the clear sleeve or change mat on your counter. The clear sleeve must be on your dispenser or near the point of purchase.

Prizes remaining, end-of-game and odds information for scratch-off games is available by scanning a QR Code posted at the play station. Make sure you display this QR Code in your play station.

CONTACT INFORMATION

- Ticket Orders: Contact Your MSR
- Stolen/Missing Tickets: 1-866-269-5668
- IGT Help Desk: 1-844-458-8535
- Customer Information: 1-866-736-9819
- Licensing: 1-866-737-7235 (Option 4)
- Gambling Hotline: 1-877-452-5155

**South Carolina Education Lottery**  
**P.O. Box 11949**  
**Columbia, SC 29211-1949**  
**www.sceducationlottery.com**

Launch dates and tickets are subject to change. Artwork shown is not necessarily representative of final product.

DATES TO KNOW

LAST DAY TO SELL

- Wed., December 3: Hit \$500 (#1566)
- Wed., December 10: Ice Cold Bonus (#1619)
- Wed., December 24: Red Hot Bonus (#1587)
- Wed., December 31: Octane Cash (#1582) & Jurassic Park (#1630)

LAST DAY TO RETURN

- Fri., December 1: Winning Time! (#1580) & Lucky Bucks (#1581)
- Fri., December 12: Poker Night (#1595)
- Fri., December 26: Win Big (#1629)

LAST DAY TO CLAIM

- Tues., December 2: The Big \$pin Series (#1588, #1589, #1590 & #1591)
- Tues., Dec. 9: \$2,000,000 Millionaire (#1570)
- Tues., December 16: Giant Jumbo Bucks (#1434) & \$500,000 Jackpot (#1609)
- Tues., Dec. 30: Money Money Money (#1608)

“SCEL COIN” DRAWINGS

Carolina Men’s Basketball (1 winner), Carolina Women’s Basketball (1 winner) & Clemson Men’s Basketball (1 winner)– Draw Date 12/11  
\$500 Cash (50 winners) – Draw Date 12/12  
\$25,000 cash (3 winners) – Draw Date 12/17

“SCEL COIN” ACHIEVEMENTS

December 1-31

- Enter \$50 worth of any tickets
- Enter \$10 worth of Palmetto Cash 5
- Enter \$15 worth of Powerball
- Enter 4 \$5 scratch-offs
- Enter \$50 of *Hit \$500*
- Enter 3 3 *Times Lucky* & \$10 in Cash Pop
- Dec 1-7, 8-14, 15-21, 22-28 & 29-Jan 4
- Enter \$20 worth of Mega Millions
- Enter \$10 worth of \$2 scratch-offs



COVER STORY

# Trim a Store with Lottery Winner Posters

Spread some joy by celebrating winners in your store. Creating a winning atmosphere is easier than you think.

Every week the Lottery produces around 1,000 winner awareness flyers and up to 10 large winner posters for stores that have sold winning tickets. Photos of retailers with theirs grace this month’s cover.

Your Sales Rep delivers these materials to you and will be glad to help you pick out the perfect spot to display them. **K Stop in West Columbia** was nice enough to share a photo of their winner display. This retailer displays a combination of flyers and winning tickets.

Why is this important? Lottery players want to buy their tickets at a “lucky” store. Seeing that your store sold a winning ticket, no matter how big or small, will make your customers what to take a chance too. And it’s also a point of pride, knowing that your store is a lucky spot to pick some numbers or scratch a ticket or two.



RETAILER SPOTLIGHT

## Dispenser reset + Customer service = Increased sales

Located in the heart of **Mt. Pleasant** is **Towne Center Market**. Word on the street is that this is the place to purchase lottery! I have been covering this location since August of 2024, and all I have seen is improvement.

Owner Will and David are constantly looking for ways to increase sales as well as making the player experience as comfortable and seamless as possible. If players have questions about games or which scratchers are the newest,

they are willing to assist. They have very loyal players, who only play here because of that service. Having good food does not hurt either.

As many of our retailers are aware, we are in the process of upgrading our dispensers so that the locations are facing the correct number of tickets. More dispensers do not always mean more sales. This location had a set up that was a bit all over the place. When we reset them to make them look more uniform, with price points in the correct selling slots, it made it much easier for the customers to see the tickets. In the past year their instant sales have jumped 69% and overall sales are up 45%. With 32 selling slots they easily sell over 50 packs a week by keeping the dispenser full and having the best-selling games available.

If your store is due for a dispenser reset, your LSR will be working with you on what is the best number of facings for your location. They will have data to show you what scratch off tickets sell the best in your location and will set you up for success!

- Kevin Tawes, Coastal RSM

## NEW GAMES

Tuesday, December 2:



Tuesday, January 6:

