



TICKET TALK

NEW GAMES

Tuesday, January 7:



Tuesday, February 4:



DATES TO KNOW

LAST DAY TO SELL

- Wed., January 8: Ace In The Hole (#1551) & \$200,000 Fortune (#1560)
- Wed., January 15: \$5,000 Gold Rush (#1561), \$30,000 Gold Rush (#1562), \$200,000 Gold Rush (#1563) & \$300,000 Gold Rush (#1564)
- Wed., January 22: Wild Cash Multiplier Extra Play (#1557) & Grand Stacks (#1576)

LAST DAY TO RETURN

- Fri., January 17: Jumbo Bucks (#1465)
- Fri., January 24: Fa\$t Ca\$h (#1559)

LAST DAY TO CLAIM

- Tues., January 7: 7-11-21 + (#1555) & Might Jumbo Bucks (#1423)
- Tues., January 14: Cash Wheel (#1399), Cash Grab (#1519), \$1,000,000 Money Maker (#1532), High Roller (#1538), \$100 \$200 or \$300 (#1539) & Ultimate Bonus Payout (#1549)
- Tues., January 21: Junior Jumbo Bucks (#1517), Win It All (#1550) & Power 777 (#1553)

THE GAMEPLAN

CHEERS NEW YEAR BRINGS NEW OPPORTUNITIES

RESOLUTIONS YOU CAN KEEP

Making resolutions is easy. Keeping them is hard. Give our plan a try to make them stick.

NEW SCRATCH-OFF FLUSH WITH WINS

Players can instantly win up to \$200K on *Poker Night* and enter for a chance to win \$200K in a drawing.

A LOOK BEHIND THE COUNTER

Learn how a group effort increased sales on scratch-offs and draw games at this Upstate store.

LOTTERY SELLER MOVING ON UP

Mark and Priya Patel, from Minnesota, took over **Raceway 6751** in **Spartanburg** eight years ago. What started out as a means to provide for their family now impacts every customer who walks through the door! They are on a first name basis with customers, serving them like family.

When the Patel's took over, lottery sales were averaging \$12,000 a week. The focus was gas and inside sales. In 2019 Mark asked what we could do to impact lottery sales. So we built a new display of 60 slots and created the look of an in-house billboard to welcome everyday and big time players. They always offer a smile and ask what we can do for you. They pride themselves on paying out winning tickets up to and including \$500. Today, with the help of Megan, Chris, and Jonathon, Raceway averages \$26,517 a week in lottery sales, up 29.6% over last year. Draw games are \$6,585 a week, up 113%, the result of up selling draw games.

Mark and Priya used to focus on being in the Million Dollar Sales Club, now the focus is "How far can we move up the list!"

- Paul Suttles, Upstate MSR

PLAYERS' CLUB REWARDS

"SCEL COIN" DRAWINGS:

- \$2,025 Cash (25 winners) – Draw Date 1/7/25
- Hawaii Vacation for Two (1 winner) – Draw Date 12/28/25

ACHIEVEMENTS TO EARN EXTRA "SCEL COIN":

- January 1-31
- Enter \$50 worth of any tickets
- Enter \$20 worth of Pick 4
- Enter \$20 worth of Mega Millions
- Enter three Mining for Gems scratch-offs
- Enter 3 \$20 scratch-offs
- Enter 5, \$1 scratch-offs and \$5 in Cash Pop
- Dec. 30-Jan. 5, 6-12, 13-19, 20-26 & 27-Feb. 2
- Enter \$10 worth of Powerball
- Enter 2 Players' Club scratch-offs



THE GAMEPLAN

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 and delivery, 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 SCSEL 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 Addiction Services:
1-877-452-5155

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



Happy New Year!

As you plan for the year ahead, the South Carolina Education Lottery hopes you will include us. Ticket sales are an excellent opportunity to not only increase your store's bottom line but support a great cause—education.

For every \$1 spent playing the Lottery, your store earns seven cents. Education earns roughly a quarter. It adds up to millions of dollars in commissions

for retailers like you and much needed funds for South Carolina's students each year.

And we want 2025 to be another GREAT year for YOU and our players too, but we need your help.

In this issue of *The Game Plan*, we are going to share six, simple resolutions that can help boost sales at your store.

We know change does not come easy. Most resolutions don't stick. Our advice, please don't jump in and try all six strategies at once. Instead, take it slow. Pick one resolution a month to try out and see how it goes. And don't be hard on yourself, it may take a few attempts before you get the hang of it.

Over the next six months, you will discover what methods work best for you. The good news is, these are all minor changes that will require minimal effort and should deliver good results.

So let's sell some tickets, have some fun, and make this year better than the last.



Celebrate Wins—If a player wins a prize in your store, no matter how big or small, congratulate them. And ALWAYS cash winning tickets up to and including \$500. Paid winners are happy customers.



Smile More—A smile not only brightens your customers day, it has the proven power to make you feel better too.



Try Something New—Ask customers who don't play if they would like to try a ticket. And ask those who do play if they would like to try a new game.



Get the App—Apps make life a bit easier. Encourage players to download the Lottery's app to check their tickets, enter second-chance promotions and earn "SCEL Coin" to spend on entries into monthly drawings for cash and other fun prizes.



Get Organized—Don't go it alone. If you need help organizing your lottery tickets, reach out to your marketing sales representative. They are happy to help.



Have Fun—The Lottery is only a game, it's meant to be fun. So find a way to make it fun for you and your players. Maybe thank them with an in store promotion.