

SELLING Points

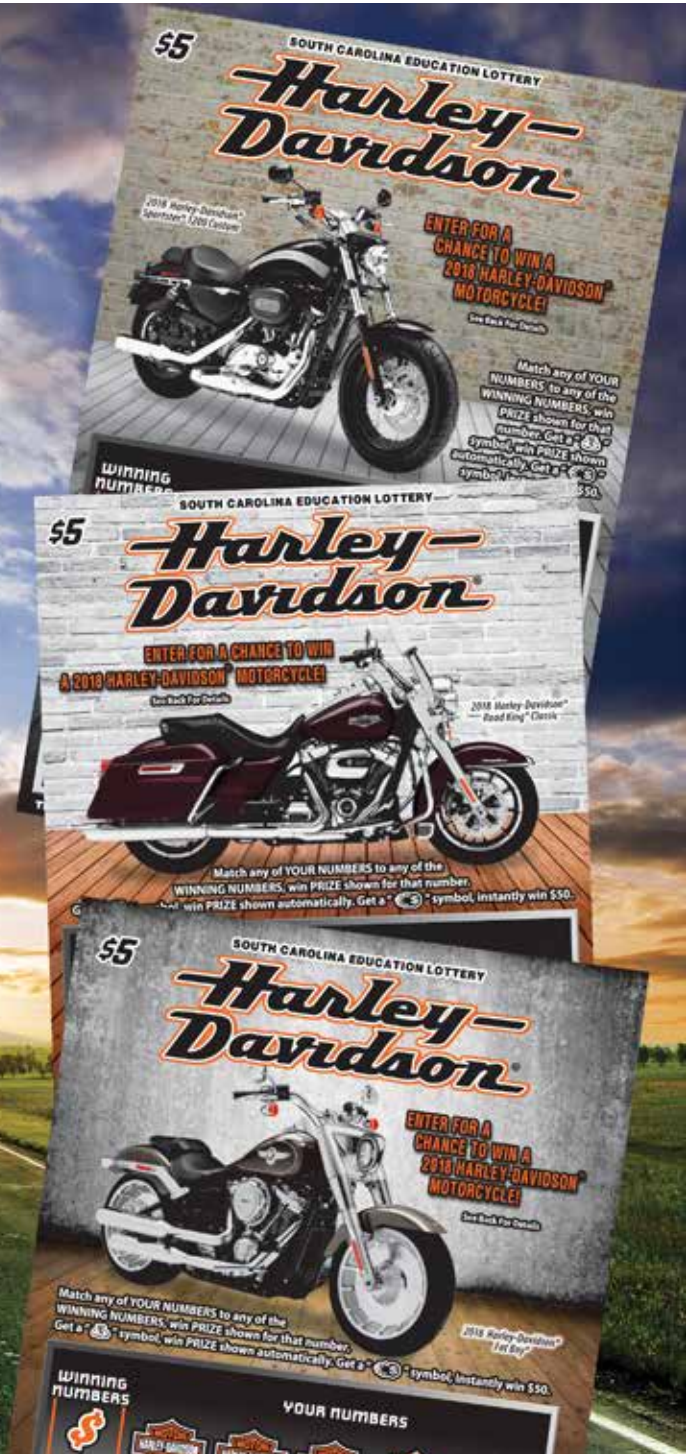
Lottery Retailer Newsletter | May 2018 Vol. 18, No. 11



HOLD ON.

HARLEY-DAVIDSON® INSTANT TICKET GAME

Overall Odds: 1 in 3.68. Top Prize Odds: 1 in 800,000.



Selling Points is published monthly by SCEL. 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, call 803-737-4419.

18+

DO NOT sell lottery tickets to any person under the age of 18. A player must be at least 18 years of age to purchase a ticket.



P.O. BOX 11949 • COLUMBIA, SC • 29211-1949

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 on, your terminal will generate a "Top Prizes Remaining" report. Please post this updated report in the clear sleeve or the change mat placed on your counter by your MSR. The clear sleeve must be on your ticket dispenser or near the point of purchase. You can run this report at any time from your reports menu if a player requests the information.

SCEL also provides updated prizes remaining and end-of-game information on a weekly basis. This information is also sent out in all ticket orders. Please make sure you review and display the most current information in your play station.

Instant game fact sheets with odds and prize information are always available for players. MSRs attach this information to a ring on the play station. Encourage players to read the information, but discourage them from removing this resource.

The Instant Game Ticket Information Sign and About Our Odds Sign must be posted at or near the point of purchase.

Contact Information

Ticket Orders: 1-866-737-7235 (Option 1)

Stolen/Missing Tickets: 1-866-269-5668

Intralot Help Desk: 1-877-500-5202

Customer Information: 1-866-736-9819

Winning Numbers Line: 1-803-734-4966 (IWON)

Licensing Information: 1-866-737-7235 (Option 4)

Gambling Addiction Services: 1-877-452-5155

For more information, visit us online at:

www.sceducationlottery.com

Please Play Responsibly!

www.PlayResponsiblySC.com



Harley-Davidson

ENTER THE SECOND-CHANCE PROMOTION
FOR A CHANCE TO WIN A
2018 HARLEY-DAVIDSON® MOTORCYCLE
OR \$125,000
CASH PRIZE!

HARLEY-DAVIDSON
OFFICIAL LICENSED PRODUCT

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It's All Green Lights with the Harley-Davidson® Scratch-off Game from the SC Education Lottery.

By Julie Huffman, Beneficiary Communications Coordinator

Get your players' motor running with the new **Harley-Davidson® Instant Ticket Game** on Tuesday, May 8! This \$5 ticket is made for your customers looking for adventure with prizes up to \$125,000!

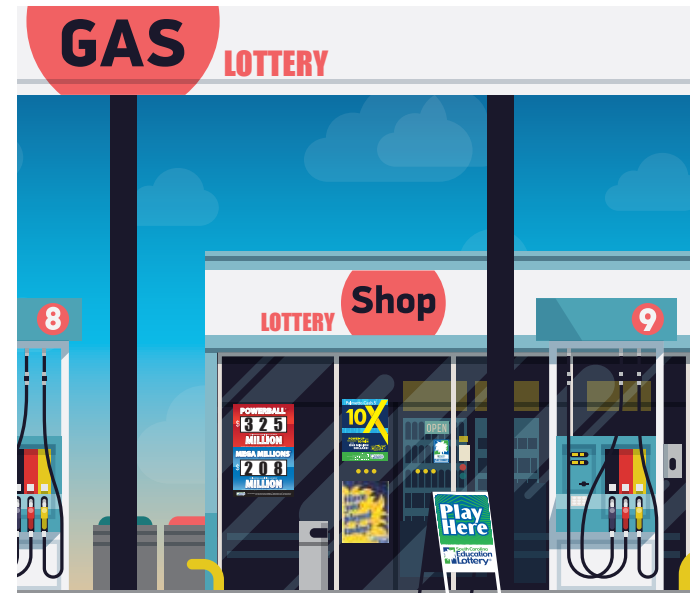
Tell your lottery customers to enter their non-winning Harley-Davidson® tickets into the **second-chance promotion** for a chance to head out on the highway on one of three Harley-Davidson® motorcycles featured on the instant ticket. Four winners will get THEIR CHOICE of a 2018 Harley-Davidson® Fat Boy®, a 2018 Harley-Davidson® Road King® Classic, or a 2018 Harley-Davidson® Sportster® 1200 Custom Motorcycle. That's a lot of handlebars to choose from!

A sidecar prize of \$125,000 cash will also be awarded in this second-chance promotion!

ENTRY DETAILS: Enter a non-winning, \$5 Harley-Davidson® instant ticket (SC-1022) either: (1) ONLINE at sceducationlottery.com; OR (2) BY MAIL, include your name, complete address, and telephone number in the spaces on the left side of the ticket back. YOU MUST SIGN THE TICKET YOU MAIL IN AS AN ENTRY. Place appropriate postage in the space on the upper right of the ticket back and mail the ticket in like a postcard. ONE ENTRY ALLOWED PER TICKET, EITHER ONLINE OR BY MAIL.

ENTRY DATE: To be determined but no sooner than 30 days after the last day to sell the Harley-Davidson® (SC-1022) instant ticket.

Odds of winning any second-chance prize depend on the number of entries received.



Signage Options

Lottery supplied for your storefront.

The South Carolina Education Lottery offers a variety of signage options to advertise our games to customers before they walk through your door. Our jackpot window signs, window clings, curbside signs, pole displays and front door stickers are all items you can use to decorate your storefront and maximize lottery sales.

Creative Retailer Signs



MAA Bhawani in Aiken had this indoor sign made to promote a large Powerball® jackpot. Special thanks to Mehul & Danny for this creation.

SPOTLIGHT

R&M Convenience

By Venise Brown, Coastal MSR

R&M Convenience, located in Yemassee, has come up with an easy way to keep their instant tickets organized.

In March 2017, the implementation of the new Inventory Accountability Policy was put into effect. Michelle, the owner of R&M Convenience, and Nikki, a store clerk, came up with a great way to keep their instant tickets organized and accounted for. They purchased clear bins to house their instant games. Each bin has tickets separated by dollar denominations, then by game number.

R&M's policy is: To have the instant games separated by dollar denomination and game number which makes it easier to recognize what game and how many of each game are on hand. The policy facilitates the weekly order. Knowing the games on hand and utilizing the Games Available for Sales Report make placing the order a snap.



R&M also has a separate box, for "Lottery Returns." This box has all of the instant games for their Marketing Sales Rep (MSR) to pick up. Having a lottery return box makes the returning process smoother for your MSR to return tickets in a timely manner. Also, it is very helpful for you to manage your instant games that should be pulled and to manage your returns for available credit from SCEL.

After verifying and receiving your instant ticket orders, to have a safe, secure, and designated space for your instant games, will for sure keep you organized.

New Games

Scheduled to launch Tues., May 8:



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

HOLIDAY CLOSING: Monday, May 28, 2018 - SCEL and our delivery partners will be closed to observe Memorial Day. Tickets ordered on Fri., May 25 will be delivered on Tues., May 29.

TICKET Alerts

LAST DAY TO SELL

Wed., May 23: Neon Cash (#966) & Gold Rush (#982)

Wed., May 30: Green and Gold (#981)

LAST DAY TO RETURN

Wed., May 2: Loaded (#960)

Fri., May 4: \$250,000 Taxes Paid (#970)

Fri., May 18: Big Money (#978)

LAST DAY TO REDEEM

Tues., May 1: Lady Jumbo Bucks Crossword (#936) & Straight 8s (#1002)

Tues., May 8: Neon 9 (#951), Big Money Maker (#962) & \$125,000 Large (#973)

Tues., May 22: Lucky Spot (#937) & Double Match (#961)

Tues., May 29: Bingo Plus (#879) & Mega Cash (#947)

- Dates Current as of 4/2/2018.