

SELLING Points

LOTTERY RETAILER NEWSLETTER | July 2019 Vol. 20, No. 1

sceducationlottery.com



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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

IGT Help Desk: 1-844-458-8535

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



This Summer, Wheel Spin Promotions Have a Monopoly on Fun

By Susan King, Promotions & Events Manager

Create some excitement for your players and boost your sales by hosting a lottery promotion!

A promotions representative is available to set up a two-hour promotion at your store. With any \$10 lottery purchase, your customers can spin the Lottery's prize wheel for a chance to win our T-shirts, water bottles, tote bags and more!

NEW this summer, our promotion's wheel and prize table will be highlighting the iconic MONOPOLY brand as we celebrate the launch of the **MONOPOLY JACKPOT instant game and promotion.**

As a bonus, your players who spend \$10 or more on MONOPOLY JACKPOT instant tickets will get TWO spins on

the prize wheel! And that's not all! If your customers download the **NEW SC Lottery App**, they will receive a special MONOPOLY JACKPOT branded koozie too, while supplies last! Your players can use the app to scan their non-winning MONOPOLY JACKPOT tickets to enter for a chance to win a rolling cash jackpot plus a chance to win up to \$2.5 million in a final draw!

Interested yet? To see if your store qualifies for a lottery promotion, contact your Marketing Sales Representative. Also, point your customers to the redesigned sceducationlottery.com website to see where and when promotions are held. Don't forget to follow us on Facebook, Twitter, Instagram or Youtube to get updated information on games and promotions.



Meet Your Promotions Representatives



Ashlee Langley
Midlands



Jessica Johnson
Upstate



Wendrah McCoy
Coastal

Consider this...

Make your promotion stand out by offering customers a second-chance drawing. Look for prizes with value, like a TV or book of lottery tickets. This will drive players to your store!

SPOTLIGHT

R & S Food Mart

By Jay Caldwell, Upstate MSR

A winning atmosphere can be found when you visit **R & S Food Mart** in **Greenville**. With multiple winner awareness boards and hundreds of winning tickets prominently displayed, players feel that lucky aura when purchasing their tickets.

In operation and a lottery retailer since 2004, R & S Food Mart's owners Jack and Smita Patel (pictured) strive to provide their players with great service.

Jack says the keys to a successful lottery experience start with providing excellent services. These services include being friendly, keeping the instant dispensers full at all times, always cashing winning tickets up to and including \$500 and updating the jackpot signs. "If my dispenser isn't full, I can't sell tickets. If the tickets aren't there in the dispenser, the players can't buy them. So, it's pretty simple, I keep that dispenser full for my customers, and my customers come back to play," said Jack.

Thanks to adhering to these simple routines, R & S Food Mart continues to be one of the top retailers in the Greenville area, and their players get to enjoy that winning experience at this location.



Jack and Smita Patel of R & S Food Mart in Greenville

New Games

Scheduled to launch Tuesday, July 9:



Scheduled to launch Tuesday, July 30:



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

TICKET Alerts

LAST DAY TO SELL

Wed., July 3: \$500 Fully Loaded (#1102)
Wed., July 17: Money Time (#1086) & Cash Craze 7s (#1099)
Wed., July 24: Lucky Green Doubler (#1048) & \$125,000 Jackpot (#1091)
Wed., July 31: Harley-Davidson® (#1022), Lucky 10 (#1061), Gold & Silver Jackpot (#1069), Ruby Red 5s (#1072), \$250,000 Wild Cherries (#1077) & \$20,000 Lucky Win (#1082)

LAST DAY TO RETURN

Fri., July 12: \$125,000 Wild Cherries (#1076)

LAST DAY TO REDEEM

Tues., July 2: All Cash Club (#1028), Cashtastic (#1041), Junior Jumbo Bucks (#1046), Holiday Spectacular (#1071) & Whole Lotta \$500s (#1103)
Tues., July 9: Instant Bingo (#944) & Cash Money (#1052)

- Dates Current as of 5/23/2019.

HOLIDAY CLOSING: Thursday, July 4, 2019 - SCEL and our delivery partners will be closed to observe the July Fourth Holiday. Tickets ordered on Wednesday, July 3 will be delivered on Friday, July 5.