



NOVEMBER 2020

THE GAME PLAN

VERMONT LOTTERY'S AGENT NEWSLETTER

INSIDE THIS MONTH'S ISSUE:

NEW HOLIDAY INSTANT TICKETS.

MEGA POWER DAYS & BIG SPIN TRI-STATE 2ND CHANCE PROMOTIONS.

TOP TEN AGENT SALES INSTANT & ONLINE -IN AUG.

UPCOMING HOLIDAYS.

A QUICK NOTE:

As the holiday season approaches, expect to see an increase in Vermont Lottery sales. Increased sales is a great thing, but it may also mean, more people spending time in your store. Please continue to take measures to keep your employees and customers healthy and safe. We recommend, maintaining social distancing, mask wearing, using hand sanitizer and customers limiting their time in your store. Please visit the Vermont Dept. of Health's website for more up-to-date information and resources.

Updated Claim Reminder:

People's United Bank has begun processing claims Monday-Friday 8am-4pm.

- The Vermont Lottery office is taking calls Monday-Friday from 8am-4:30pm.
- For more details on claiming changes please click the More Information button on the homepage COVID-19 Update. <https://vtlottery.com/>



November Holiday Instant Tickets

(\$10) Blizzard Bucks, (\$5) Jingle Bell Bucks, (\$20) Black and Gold,
(\$5) Naughty or Nice, (\$2) Holiday Cash Drop and (\$1) Cozy Cash.



How to help increase the sales of the NEW holiday instant tickets

Once you have received the holiday signage, please hang it around your store, let customers know new holiday tickets are coming soon and work with your Sales Rep to refresh your inventory.

MEGA POWER DAYS PROMOTION NOVEMBER 1 – 7, 2020

During this promotional period, whenever a customer purchases a Powerball ticket with Power Play or a Mega Millions ticket with the Megaplier, the customer has a chance to win \$100 instantly. The wins will be random and can happen at any time throughout the promotion.

If a winning ticket is purchased from a Photon:

1. Your terminal will play a “trumpet” sound.
2. A message will print directly on the ticket that the customer is a Mega Power Days \$100 instant winner.
3. A “Prize Ticket” will print immediately after the Powerball or Mega Millions ticket prints. This prize ticket must be given to the customer. When the customer chooses to claim his/her prize, the prize ticket must be validated through a Photon terminal for the agent to receive credit for paying the winner.

WINSTATIONS: If a customer purchases a ticket through a WinStation that produces an instant winner, a message will print on the Powerball or Mega Millions ticket stating that the customer is a winner. Immediately after the purchased ticket prints a Prize Ticket will print. When the customer chooses to claim the prize, the prize ticket will need to be brought to a clerk and be validated through a Photon lottery terminal.

*Note: Powerball and Mega Millions tickets may never be cancelled.
Questions? Call the Vermont Lottery at 1-800-322-8800 or 802-479-5686



This image will appear on the PAD, vtlottery.com and on our social media pages. There will NOT be any printed signage for this promotion.



Reminder

Remind your customers to continue to enter their non-winning The Big Spin (#1563) tickets into 2nd Chance for a chance to participate in the Tri-State The Big Spin event where 5 players (1 from VT, 2 from NH and ME) will spin the Big Spin wheel for a chance to win up to \$250,000. The minimum prize on the wheel is \$50,000. The date and location of the event are still TBD.

Drawing Dates

Prizes

#1	12/11/20	5 semi-finalists
#2	02/19/21	5 semi-finalists
#3	TBD	5 semi-finalists
#4	TBD	1 finalist from the 15 semi-finalists
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TOP TEN AGENTS BY SALES IN SEPTEMBER.

ONLINE

- 1) BAYSIDE TRIPLE M----- COLCHESTER
- 2) HARDWICK KWIK STOP & DELI-----HARDWICK
- 3) BLACK RIVER KWIK STOP -----SPRINGFIELD
- 4) SIMON'S FOUR CORNER'S STORE--COLCHESTER
- 5) SHAW`S COLCHESTER #7515-----COLCHESTER
- 6) TERRILL ST DISCOUNT BEVERAGE---RUTLAND
- 7) PRICE CHOPPER #131-----RUTLAND
- 8) MAPLEWOOD LTD-----BERLIN
- 9) EMMONS SUPERMARKET INC-----GRAND ISLE
- 10) HANNAFORD SUPERSTORE #8306-RUTLAND

INSTANT

- 1) MAPLEWOOD CONVENIENCE STORES INC-----SOUTH BARRE
- 2) COLONIAL DELI MART-----ST ALBANS
- 3) STEWART`S ICE CREAM #194-----RUTLAND
- 4) SOUTH MAIN GROCERY-----ST ALBANS
- 5) MAPLEWOOD LTD-----BERLIN
- 6) RAJ LIQUOR & BEVERAGE-----MILTON
- 7) PUMP & PANTRY-----WILLIAMSTOWN
- 8) HOMETOWN SUNOCO INC-----SWANTON
- 9) SAMMY'S QUICKSTOP-----WINOOSKI
- 10) COLES DISCOUNT BEVERAGE & REDE-----ST JOHNSBURY



UPCOMING HOLIDAYS

- **VETERANS'DAY**
WEDNESDAY, NOVEMBER 11
- **THANKSGIVING DAY**
THURSDAY, NOVEMBER 26
- **CHRISTMAS DAY**
FRIDAY, DECEMBER 25

The Vermont Lottery Office will be closed on these holidays, please plan ahead for your ticket orders.

Thanksgiving is coming soon!
Use it as an opportunity to
decorate your store's lottery
display in a creative way.

TREND WATCH!

GREAT POINT OF PURCHASE (POP) IDEAS!



Lyndonville Redemption-Lyndonville



Cole's Redemption - St Johnsbury