



From left to right: (\$1) Buck, Buck, Moose, (\$5) Xtreme Cash, (\$3) Whitetail Cash, (\$3) Bonus Cashword, (\$2) It Takes 2.



## Changes

Starting September 11, 2018, 2nd Chance ticket entries will be limited to 10 tickets per day, per person. Below are answers to some questions you may get asked.

**Q. Why is the VT Lottery making this change?**

**A. Responsible play is important to the Vermont Lottery. Ten (10) tickets a day align with common player tendencies and playing responsibly.**

**Q. What will happen to any tickets that I entered prior to September 11th?**

**A. Tickets entered prior to September 11th will be included in the appropriate quarterly and top prize drawings.**

## Winner, Winner Winner!

As an agent, you are required to pay prizes of up to \$100 but may pay up to \$499 for instant tickets.

For all other Vermont Lottery games, you are required to pay prizes up to \$499.

If your store is unable to payout a winning customer or if their winnings exceed \$499 there are 2 options:

### Option #1 People's United Bank:

(Vermont People's United Banks can pay prizes from \$200 to \$5,000 for Vermont Lottery instant scratch tickets and \$500 to \$5,000 for all other Vermont Lottery games.)

- Be sure your employees know where to send winners.
- Unsure of where the closest People's United Bank location is?**  
Go to <https://www.google.com/maps>, enter in your store location and search People's United Bank in the ending destination. The map will show red balloons with the closest locations.
- Let winners know the teller at the bank will assist them in filling out the necessary paperwork and will call the Vermont Lottery office (so our staff can input information to our system).

### Option #2 Vermont Lottery office:

- Send the winner to the main Vermont Lottery office located at 1311 US Route 302 Berlin, VT (7:45am – 4:30pm (excluding legal holidays)).
- The helpful lottery staff will assist the winner there.

### A quick note about NEW subscriptions:

Don't lose out on easy winnings! Remember to tell customers to add your store's agent number (not the store's phone number) to the subscription form.

This shows the Vermont Lottery the customer purchased the ticket at your store, and if they win, you will receive money too.

The agent number is on the upper left corner of the subscription form.

Helpful tip: Hang up a sign near with your agent number the PlayStation with your store number so the players can fill out the slip themselves

Customers can buy subscriptions as a gift or for themselves for any of these games.

# Promotions

## NEW Whitetail Cash promotion!

On sale September 7, 2018.

*Tell customers to enter they must submit their non-winning Whitetail Cash instant tickets into 2nd Chance.*



### Draw Schedule

Drawing	Draw Date	Names Drawn	Prizes * (gift card to outdoor outfitter store.)
1	10/19/18	30	\$100 Gift Card
2	11/30/18	30	\$100 Gift Card
3	12/7/18	1	\$1,000 Gift Card

*\*There will also be hunting themed baseball caps give-a-ways.*

### How to help increase sales and support the promotion:

- Display all POS given to you from your sales rep.
- Tell customers about the promotions.
- Know your hunters and fisherman, they'll likely purchase the Whitetail Cash instant ticket for a chance to win the gift card.

## Remember: Patriots Promotion

*Remind customers to enter their non-winning Patriots instant tickets into 2nd Chance for a chance to win the following exciting experience prizes:*



- 36 pairs of individual home game tickets.
  - 4 pairs of season tickets for the 2019 season.
  - Attending a home game in 2019 TBD sitting in the Vermont Lottery's very own Super Suite at Gillette Stadium! Preferred parking, food and beverage provided, watching the Patriots play from one of Gillette's luxury suites. 35 pairs of tickets will be drawn for this special event.
  - Over \$10,000 worth of official New England Patriots merchandise to be given away.
  - Chalk Talk – Exclusive behind the scenes Gillette Stadium and the Hall at Patriot Place tour. Food and drink provided, Q&A opportunity with Patriots coaches and players.
- \*For more prize details and information tell customers to visit the Vermont Lottery website <https://vtlottery.com/promos>*

### Draw Schedule:

Drawing	Date	Individual Game Tickets (pairs)	Season Tickets (pairs)	Chalk Talk (pairs)	Super Suite (pairs)	Merchandise
1	10/3/18			15		
2	10/31/18	12 (2018)	1 (2019)		10	TBD
3	12/12/18	12 (2019)	1 (2019)		10	TBD
4	1/23/19	12 (2019)	2 (2019)		15	TBD

### How to help increase sales and support the promotion:

- Display all POS given to you from your sales rep.
- Spread the word to your customers who are football and Patriots fans.
- Ask your sales rep for custom creative ideas to fit your stores unique needs.