

WELCOME TO THE RETAILER NETWORK!

New Arizona Lottery Retailers— December through February

- Olive Smoke Shop
- The Tav
- Ray Mini Mart
- Gary’s Liquors
- Mercado Mi Pueblo
- Max’s Sports Bar
- Apache Greyhound Park
- Hurry Up Fuel
- The Nicotine Source
- Cindy’s Mini Market
- 9 Acre Travel Complex
- Quick Pic
- EL Paisano Mini Mart
- Bonfire Craft Kitchen
- Virginia Market
- MI Ranchito R & D Market
- American Legion Post #78
- Pride
- Medlock Market and Deli
- Benson Fuel
- Bowie Travel Center
- Isaac Convenient Store
- Carioca #303
- Fastrip Food Store
- Elsa’s Food Mart
- Dollar Store and Cigar Shop
- Campus Point
- Loyal Order of Moose 1860
- Woodies Smoke Shop
- Beverage Palace
- The Joint on 7th
- VFW Post #769
- American Legion Post #87
- Circle K #9530
- Woody’s #3401
- Woody’s #3260
- Festival Shell

VENDING MACHINE OUT-OF-STOCK ALERT SYSTEM



When the light in the ticket receptacle flashes RED, there is at least one game out of stock.

When the light in the ticket receptacle flashes BLUE, there is a least one game with five or fewer tickets



Must be 21 or older to purchase or redeem tickets. Overall odds vary by game. All sales are final. In accordance with ADA, these materials may be made available in an alternative format. Gambling problem? Call 1.800.NEXT STEP (1-800-639-8783). Please Play Responsibly™. Scratchers® is a registered service mark of the California Lottery.

The Register

News from the Arizona Lottery

April—June 2020

ArizonaLottery.com/retailers

9 TIPS TO GROW YOUR SALES!

1

Keep your in-counter game cards visible and up to date.

2

Bump up to 28 or 32 facings to receive additional limited quantity games.

3

Increase the number of different game displays.

4

Keep your vending machines and dispensers full.

5

Request to receive all of the new games when they are released!

6

Tape packs together in your vending machine to reduce out of stocks.

7

Add additional dispensers.

8

Adjust the price point selection of your tickets based on your sales history.

9

Ask your Territory Manager about other ideas to help grow your sales!

PHOENIX OFFICE
4740 E University Dr.
Phoenix, AZ 85034
480-921-4400

TUCSON OFFICE
2900 E Broadway Blvd.
Suite 190
Tucson, AZ 85716
520-628-5107

PHOENIX SKY HARBOR OFFICE
Terminal 4 Baggage Claim
480-921-4424

REPORT STOLEN TICKETS
877-483-2445

SCRATCHERS® HOTLINE
877-483-2445

TECHNICAL PROBLEMS AND SUPPLIES
800-786-0791



Send suggestions and feedback to GrowYourSales@AZLottery.gov

- Arizona Lottery
- @AZLottery
- AZLottery
- Arizona Lottery

ArizonaLottery.com

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RETAILER OF THE QUARTER

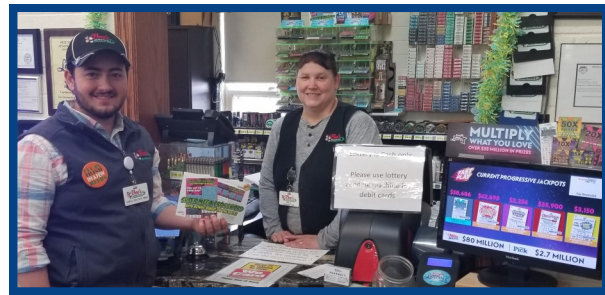
Congratulations to Bee's Marketplace!

Bee's Marketplace located in Centennial Park, AZ has experienced exceptional growth. They are eagerly anticipating the opening of their new store.

Liz and Marla, along with the rest of the team, do an exceptional job promoting the Lottery. The vending machine, as well as the on counter dispensers, are consistently kept full. Ended games are pulled promptly. Liz and Marla are committed to promoting all the new games as soon as they arrive.

One wall at customer service has a display with all of the voided games on it, as well as sample tickets for all of the draw games. Because this retailer borders the state of Utah, which does not have Lottery, they are consistently educating their players on how to play.

Bee's Marketplace always creates a positive and fun environment!



UPCOMING 2ND CHANCE PROMOTIONS

Route 66 Road to \$1,000,000

Starting May 5, 2020, players can enter their non-winning Route 66 Road to \$1,000,000 Scratchers tickets for a chance to win a trip to Los Angeles, California where they could win up to \$1 Million! Other prizes included in the promotion are \$500 cash and Arizona Staycations!

In each drawing, 25 players will win \$500, five players will win an Arizona Staycation, and one player will win a trip to Los Angeles, for a total of four Road to \$1,000,000 Grand Prize trip winners!

Million Dollar Giveaway

From April 15, 2020 through May 31, 2020, players can enter non-winning \$10, \$20 and \$30 Scratchers and Fast Play games into a second chance drawing. Every two weeks, 20 lucky winners will win \$500. At the end of the promotion, one Grand Prize winner will be selected to win \$1,000,000.



NEW FAST PLAY GAMES



\$1 MOO-LAH LAH

- Top prize of \$1,500
- 4 separate games in one
- Launches in May

\$2 Perfectly PEARED Doubler

- Top prize of \$20,000
- Includes a doubler feature with 8 chances to win
- Launches in May

\$5 Baseball Bucks Progressive

- Jackpot starts at \$5,000
- 6 Games in one plus a doubler feature
- Launch Date TBD

THE PICK DOUBLER PROMOTION

A Look Into the Success of the Promotion

The month-long The Pick Doubler Promotion ended on February 15th. This promotion was a way for the Arizona Lottery to give back to our Pick players and was funded by last December's \$14.6 million unclaimed Pick jackpot. The jackpot was also doubled to \$2 million in mid-February, which will continue to grow until a lucky player hits it.

We awarded \$673,129 in additional multiplied prizes for the 10 draws that were part of the giveaway period. We also saw \$300,000 in incremental sales, which equates to roughly 10% sales lift vs. comparable draws at similar jackpot levels.

The remaining money will benefit Court Appointed Special Advocates, the Internet Crimes Against Children Task Force, the Victims' Rights Fund and the Tribal Dual College Enrollment Fund, additional unclaimed prizes will be used to enhance player experiences through new games, promotions and bigger prizes between now and the end of the fiscal year.

