



# PACKAGED PROMOTIONS

We provide retailers with three standard in-store promotions. These promotions will generate product awareness and drive lottery sales to your store while being fun for you, your customers and employees.

Contact your lottery sales representative (LSR) to plan a player promotion for your store.



## SECOND-CHANCE DRAWINGS

Players with a non-winning ticket get a second chance to win when they participate in a retailer's second-chance drawing.



## CUSTOMER APPRECIATION DAY

Add extra entertainment to your grand opening or anniversary celebration by selling lottery tickets at your special event. We will conduct our Spin & Win promotion directly from our trailer at your store.



## SPIN & WIN

Every player is a winner when they purchase tickets for a chance to spin the wheel.

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## SECOND-CHANCE DRAWING

**NOT A WINNER? GET A SECOND CHANCE!**



### Overview:

Players use non-winning lottery tickets to enter a weekly in-store drawing for a second chance at winning a prize. The Texas Lottery will provide a Second-Chance Drawing box, merchandise for prizes, alternative entry forms and winner awareness posters. In addition to lottery merchandise, you provide specialty items from your store to be given away as prizes making for a great opportunity to showcase those items. No purchase can be required for this promotion.



### Benefits to Retailer:

- Customers love having a second chance to win and this creates customer loyalty.
- Gives your store a winning image and emphasizes your interest in your customers.
- Encourages repeat business as customers come back to see if they are winners.
- Promotes your store's featured items by including them as prizes. This encourages trial of these items and increases sales.



### Getting the most from your Second-Chance Drawing:

- Display prizes in the store for all customers to see and add excitement to the drawings.
- Require customers to be present for drawings for a better chance at repeat purchases.
- Ask other vendors to contribute merchandise for your drawings to promote their products.
- Accept other retailers' non-winning tickets to draw your competitors' customers into your store.



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## CUSTOMER APPRECIATION DAY (CAD)

THE TEXAS LOTTERY COMES TO YOU!



### Overview:

This one day, 3-4 hour promotion is a fun way to help celebrate a special event, anniversary sale or grand opening. The Texas Lottery will provide a promotional trailer and staff to give away Texas Lottery merchandise to players who make a lottery purchase of a predetermined dollar amount. Players will spin the Spin & Win wheel to determine which prize they win. The store is required to provide media support to promote the CAD such as a radio remote, newspaper ad or flyer. The store will also provide either a draw game or scratch-off ticket as one of the five prize options for the spinning wheel.



### Benefits to Retailer:

- Increases store sales.
- Promotional trailer and lottery staff add energy and excitement to your celebration.
- New customers will be driven to your store for the opportunity to win merchandise.
- A fun atmosphere and a variety of prizes creates goodwill with your customers.



### Getting the most from your CAD:

- Giving away a \$1 draw game ticket or \$1 scratch-off ticket that players may be unfamiliar with can encourage play of a new game, resulting in customer loyalty to your store.
- Involving other vendors and getting them to give away merchandise can attract even more people to your CAD making your promotion successful.



Pictured are the Lottery trailer and the Spin & Win Wheel.

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## SPIN & WIN

**EVERY SPINNER IS A WINNER!**

### ★ Overview:

This two-hour promotion guarantees a winning experience for customers. When customers purchase a predetermined dollar amount in Texas Lottery tickets they get to play Spin & Win to win a lottery merchandise. There are five images on the wheel for player prizes. The Texas Lottery will provide four items and you will provide one. Your item could be a draw game Quick Pick, a scratch-off ticket or store merchandise.

### ★ Benefits to Retailer:

- Increases store sales.
- Generates product awareness among potential players.
- Drives customers to the store to win merchandise.
- Creates goodwill with patrons.

### ★ Getting the most from your Spin & Win:

- Speak to your LSR about making your event as successful as possible, such as coordinating with other product vendors to give away samples of their merchandise during the Spin & Win.
- Plan your spin to coincide with another special event in the community to maximize store traffic and exposure.



SUPPORTING TEXAS EDUCATION  
AND VETERANS

Pictured are the Spin & Win  
Wheel and Poster.