



SUPPORTING TEXAS EDUCATION
AND VETERANS



YOU COULD WIN UP TO **\$50,000**

RETAILER CASH INCENTIVE PROGRAM #21 **AUGUST 21 – NOVEMBER 19, 2016**

2 WAYS TO CASH IN! Base Program + Drawing

- Earn up to \$50* for reaching your **Minimum Sales Goal (MSG)**** plus an additional \$75* for each additional \$1,000 in sales*** over your goal.
- **Eligibility Period (EP)**
Aug. 23, 2015 – Nov. 21, 2015
For retailers with sales all 13 weeks of the EP, your **Minimum Sales Goal** is your weekly sales*** average during the EP x 13 weeks + 4.4% + \$500.
MSG = ((EP \$avg x 13) + 4.4%) + \$500.
- **Alternate Eligibility Period (AEP)**
Mar. 6, 2016 – June 4, 2016
Retailers who do not have sales all 13 weeks of the EP must have sales all 13 weeks in the AEP. If you have less than 13 weeks of sales during the AEP, you will not be included in this program. Your **Minimum Sales Goal** is your weekly sales*** average during the AEP (adjusted for seasonality) x 13 weeks + 4.4% + \$500.
MSG = ((AEP \$avg (adj) x 13) + 4.4%) + \$500.
- Reach your **Minimum Sales Goal** and earn an entry into the drawing for prizes of \$500 to \$50,000. Earn an additional entry for each additional \$1,000 in sales*** over your goal.
- Only one drawing prize per location.
- A chain with multiple locations may win at more than one location.
- Drawing is tentatively planned for Dec. 6, 2016.



Bonus Drawing Entries

Earn extra drawing entries when you sell *Lone Star Lineup™* (LSL). Reach your Minimum Sales Goal and earn one bonus drawing entry for every 10 LSL wagers you sell during the program.

# of Prizes	Prize Amount	Total
2	\$50,000	\$100,000
5	\$10,000	\$50,000
20	\$5,000	\$100,000
30	\$2,500	\$75,000
100	\$1,000	\$100,000
150	\$500	\$75,000
307		\$500,000

*If total retailer incentive payments exceed the allocated program budget, all payments will be reduced by an equal percentage in order to not exceed total program budget. Drawing entries and drawing prizes will not be reduced.

** **Minimum Sales Goal** for eligible retailers will never be less than \$1,000.

*** Incentive sales do not include *Mega Millions®*, *Megaplier®*, *Powerball®* or *Power Play®*.

Meeting Your Minimum Sales Goal

Dist _____ LSR _____ Day _____

Ret #	Name
Weekly Sales Average (EP or AEP)*** (used to set Minimum Sales Goal)	
Minimum Sales Goal	



RETAILER CASH INCENTIVE PROGRAM #21 AUGUST 21 – NOVEMBER 19, 2016

How to Track Your Progress

- Altura terminal – Select REPORTS then Retailer Incentive then Primary.
- Register to use the Lottery Services Portal at tx.gtechlsp.com or txlottery.org/retailers. For assistance, call 800-375-6886.
- Ask your lottery sales representative (LSR).

Incentive Sales Include

- Texas Triple Chance™
- Lotto Texas with Extra!®
- Texas Two Step®
- Daily 4™ with Sum It Up!®
- Pick 3™ with Sum It Up!®
- All or Nothing™
- Cash Five®
- All Scratch Tickets
- Lone Star Lineup

Who is Not Eligible

- Retailers who started selling after Aug. 27, 2016.
- Retailers who did not have sales either all 13 weeks Aug. 23 – Nov. 21, 2015 OR all 13 weeks Mar. 6 – June 4, 2016.
- Retailers who are not active as of Nov. 19, 2016.
- **The Texas Lottery conducts reviews of settlements and returns. If irregularities are identified, a retailer may be disqualified from participation.**



Program Budget Limitation*

The Texas Lottery has a limited budget for retailer incentive payments in this program of \$6,500,000 (plus \$500,000 for drawing prizes). If the total payments exceed \$6,500,000, all payments will be reduced by an equal percentage in order to not exceed the allocated program budget. Drawing prizes and entries are not affected by the program budget limitations.

Eligible retailers will be notified of final payment amount via letter, terminal report and LSP report prior to electronic funds transfer (EFT). Retailer incentive EFT will occur on a different day (usually a Friday) than regular lottery bank sweep (usually a Wednesday).

Separate program payments and drawing payments are tentatively planned for Jan. 13, 2017.

How to Earn Bonus Drawing Entries

- Meet your Minimum Sales Goal and sell *Lone Star Lineup* (planned to start Sunday, Sept. 25).
- Encourage customers who may not play daily draw games to sample 5 games for just \$5.00 by playing *Lone Star Lineup* (a \$6.00 value).
- Easy touch of one button by retailer produces 5 separate Quick Pick tickets for the player.
- *Lone Star Lineup* includes: *Texas Triple Chance*, *All or Nothing*, *Cash Five*, *Pick 3* and *Daily 4*.



For more information, talk to your LSR or call 800-375-6886.