



SUPPORTING TEXAS EDUCATION AND VETERANS

IT'S GOOD FOR BUSINESS!

BENEFITS

- Added Revenue Stream
- Cash Incentives
- Supports Good Causes
- Customer Loyalty
- High Brand Awareness
- Low Overhead, No Spoilage

TXLOTTERY.ORG
800-375-6886

SUPPORT

- Advertising & Promotions
- Online Reporting
- On-Site Sales Support
- 24-Hour Service Hotline
- Ongoing Staff Training
- Inventory Management

BENEFITING GOOD CAUSES

FY 2017
TRANSFERS
TO THE
STATE

- **\$1.3 Billion** to Foundation School Fund
- **\$16.2 Million** to Fund for Veterans' Assistance
- **\$4.9 Million** to Multicategorical Teaching Hospital Account

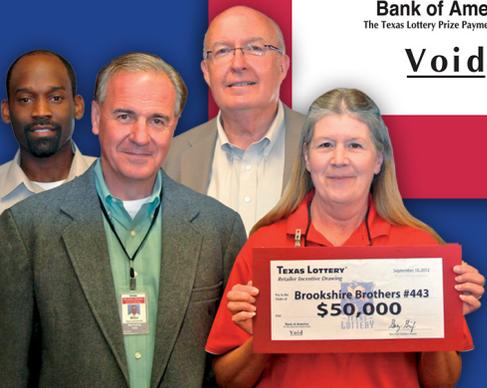


TEXAS LOTTERY® September 2009 - December 2017
 Retailer Cash Incentive Program Non-Negotiable

Pay to the Order of **Texas Lottery Retailers**
 over **\$136 Million**

PAY Bank of America
 The Texas Lottery Prize Payment Account
Void

Gary Grief
 Gary Grief, Executive Director



**REVENUE
 POTENTIAL**

For more information
 call 800-375-6886 or
 email Retailer.webhelp@lottery.state.tx.us

- 5% Commission on all sales
- Average Retailer Commission in CY 2017 was \$14,720.
- In CY 2017, the Top 10 retailers each earned over \$100,000 in sales commission; the #1 retailer earned over \$200,000 in commission.
- Also in CY 2017, retailers earned over \$21 million by exceeding sales goals in three Retailer Cash Incentive Programs. Since the program began in 2009, retailers have been paid over \$136 million, with some participants earning more than \$100,000.