

RETAILER PROMOTIONS

SPIN & WIN

EVERY SPINNER IS A WINNER!



OVERVIEW:

This two-hour in-store promotion guarantees a winning experience for customers. When customers purchase the \$10 promotional offer of Texas Lottery tickets, they get to Spin & Win to win lottery merchandise. There are five images on the wheel for player prizes. The Texas Lottery will provide four items and you will provide one predetermined draw game ticket. This is a novel way for customers to have fun and *Play the Games of Texas*®.



BENEFITS TO RETAILER:

- Increases store sales.
- Generates product awareness among potential players.
- Drives customers to the store to win merchandise.
- Creates goodwill with both new and repeat 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.
- Post the promotion on your Facebook, Instagram or Twitter page.
- Plan your spin to coincide with another special event in the community to maximize store traffic and exposure.
- Focusing on a limited time promotion creates a call to action for your customers ensuring a boost to your sales.



SPIN & WIN!



Stainless Steel Thermos



Pick 3



T-shirt



Acrylic Mug



Good Luck Socks

Must be 18 or older to purchase a ticket and participate. PLAY RESPONSIBLY.

Pictured are the Spin & Win Wheel and the prize legend.

RETAILER PROMOTIONS

CUSTOMER APPRECIATION DAY (CAD) THE TEXAS LOTTERY COMES TO YOU!



OVERVIEW:

This one-day, 3 to 4 hour promotion is a fun way to help celebrate a special event, anniversary or grand opening. The Texas Lottery will provide a promotional tent and staff to give away Texas Lottery merchandise to players who buy the \$10 promotional offer. Players will spin the wheel to determine which prize they win. The store is required to provide media support to promote the CAD such as social media, a radio remote or in-store flyer. The store will also provide a predetermined \$5 draw game ticket as one of the five prize options for the spinning wheel.



BENEFITS TO RETAILER:

- A CAD will increase store sales.
- Promotional tent and 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 draw game 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.
- Creating an outdoor presence like balloons or signage can draw traffic into your store.
- Focusing on a limited time promotion creates a call to action for your customers guaranteeing a boost to your sales.



Pictured are the promotional tent and the Spin & Win Wheel.

RETAILER PROMOTIONS

AMBASSADOR PROGRAM EVENT

TEXAS LOTTERY "WHILE YOU'RE HERE" PROMOTION!



OVERVIEW:

This one-hour in-store promotion conducted by your LSR is the most flexible of our promotions, providing an exciting way for players to learn more about Texas Lottery draw games. This trial offer is only for customers that are at your retail location during the promotion. When players purchase a predetermined \$5 draw game ticket, they receive Texas Lottery merchandise. Your LSR will provide a flyer to promote the promotional offer.



BENEFITS TO RETAILER:

- Your LSR focuses on product awareness and education for both your customers and employees.
- Produces enthusiasm for new and repeat customers to receive free merchandise.
- Product trial creates goodwill with your customers.



GETTING THE MOST FROM YOUR AMBASSADOR PROGRAM EVENT:

- Coordinate this promotion with your LSR when your store is typically the busiest.
- Grab your customers' attention by highlighting that this is a "while you are here" promotion.
- Without any pre-advertising, this will surprise customers with an out of the ordinary event in your store. This is a sure way to create customer loyalty and increase your sales.

TODAY ONLY!

GOOD LUCK.

BUY \$5 OR MORE OF PICK 3™ OR DAILY 4™ WITH FIREBALL GET FREE GOOD LUCK SOCKS!

Limit one pair per person. While supplies last.

TEXAS LOTTERY PICK 3™ FIREBALL

TEXAS LOTTERY DAILY 4™ FIREBALL

TEXAS LOTTERY

Pick 3 odds: 1 in 1,000. FIREBALL odds on Pick 3: 1 in 10,000. Daily 4 odds: 1 in 10,000. FIREBALL odds on Daily 4: 1 in 100,000. The Texas Lottery reserves the right to discontinue this promotion at any time. Must be 18 or older to purchase a ticket. The Texas Lottery supports Texas education and veterans. PLAY RESPONSIBLY.

TODAY ONLY!

BUY \$5 OR MORE OF LONE STAR LINEUP™ GET A FREE ACRYLIC MUG!

Limit one per person. While supplies last.

TEXAS LOTTERY — SUPPORTING TEXAS EDUCATION AND VETERANS

Texas Lone Star Lineup™ overall odds of winning a prize in each Chevron: 1 in 9.6. Overall odds of winning a prize in a Play: 1 in 3.6. Texas Lone Star Lineup top prize odds: 1 in 189,000. Pick 3™ overall odds: 1 in 1,000. Pick 3™ FIREBALL top prize odds: 1 in 2,000,000. Cash/Fireball overall odds: 1 in 10,000. Overall odds of winning any prize in the Lone Star Lineup™ package: 1 in 1.96. The Texas Lottery reserves the right to discontinue this promotion at any time. Must be 18 or older to purchase a ticket. PLAY RESPONSIBLY.

Pictured are samples of Ambassador flyers.