

# **WELCOME To The Texas Lottery**



## **SUPPORTING TEXAS EDUCATION AND VETERANS**

**Our Commitment to You**

**Our Core Values**

**Our Vision**

**Our Mission**

**Retailer Benefits**

***Effective 07/07/2021***





## Texas Lottery Commission

Commissioners:

Robert G. Rivera, Chairman

Cindy Fields • Mark A. Franz • Erik C. Saenz • Jamey Steen



LaDonna Castañuela  
Director

### To Our Retailers:

As an agent selling Texas Lottery® products, you are a very important part of the statewide network of businesses that provide winning experiences every day for Texas Lottery players. You also contribute to exceptional revenue-generating efforts supporting public education and veterans' services in Texas.

I appreciate the time and resources you dedicate to promoting the *Games of Texas*. In turn, the Texas Lottery Commission is dedicated to providing you with the information and resources you need to make the Texas Lottery a productive addition to your business. Establishing and maintaining effective communication with you, our valued customer, is an important aspect of conducting our business successfully.

This Retailer Manual is just one of the tools available to assist you in selling lottery products. Please visit the official Texas Lottery website at [texaslottery.com](http://texaslottery.com) for current information on lottery games, policies and promotions as well as an electronic version of the most up-to-date Retailer Manual including contact information, best practices, descriptions of retailer violations and how to operate your lottery terminal.

In addition, your local lottery sales representatives and claim center staff are sources of information for you when questions arise. For Texas Lottery accounting and licensing issues, call our toll-free Retailer Services line 800-375-6886 or email your questions to us at [Retailer.webhelp@lottery.state.tx.us](mailto:Retailer.webhelp@lottery.state.tx.us).

Thank you for making our business a part of your business.

Sincerely,

Gary Grief  
Executive Director

P.O. Box 16630 • Austin, Texas 78761-6630  
Phone (512) 344-5000 • FAX (512) 478-3682 • Bingo FAX (512) 344-5142  
[texaslottery.com](http://texaslottery.com) • [txbingo.org](http://txbingo.org)



We are pleased to welcome you as a Texas Lottery® retailer and hope you find that this Retailer Manual answers many questions you may have regarding your role as a Texas Lottery retailer. View the Texas Lottery website Privacy Statement at [texaslottery.com](https://texaslottery.com). The most current version of this manual is available online at [texaslottery.com/retailers](https://texaslottery.com/retailers).

As a useful resource to your lottery business, our Retailer Services staff is responsible for retailer licensing and accounting issues statewide. The department is a part of the Texas Lottery Operations Division and is located at Texas Lottery headquarters in Austin. We look forward to working together to increase lottery revenues supporting Texas education and the Texas Fund for Veterans' Assistance.

Retailer Services staff is available Monday through Friday, 7 a.m. to 5:30 p.m., Central Time, at **800-375-6886**. In addition, retailers have access to financial reports and other information 24 hours a day, seven days a week, through the Lottery Services Portal at [tx-lsp.lotteryservices.com](https://tx-lsp.lotteryservices.com). To learn more, please refer to the Lottery Services Portal section of this guide.

## OUR COMMITMENT TO YOU



As a Texas Lottery retailer, you are a vital link between the Texas Lottery games and current, as well as prospective, players. We will make every effort to help you be successful by providing training, new and exciting lottery products and information, lottery advertising and promotional opportunities. Additionally, we are committed to effective communication between Texas Lottery retailers, the Texas Lottery employees and IGT sales staff using a team approach.

## OUR CORE VALUES



### Integrity and Responsibility

The Commission works hard to maintain the public trust by protecting and ensuring the security of our lottery games, systems, drawings and operational facilities. We value and require ethical behavior by our employees, licensees and vendors. We promote the integrity of charitable bingo in Texas for the benefit of charitable organizations.

### Innovation

We strive to incorporate innovation into our products to provide the citizens of Texas with the best entertainment experience available through our products. We pursue the use of technology that enhances the services that we provide to our customers and reduces our operating expenses. All proposed innovations must be authorized by Texas law, and do not include video lottery, casino gaming, internet-based lottery sales, fantasy sports, or any other activities not authorized by law.

### Fiscal Accountability

We emphasize fiscal accountability by ensuring that all expenditures directly or indirectly generate revenue, enhance security, fulfill regulatory requirements, improve customer service and/or boost productivity. We recognize our responsibility in generating revenue for the state of Texas without unduly influencing players to participate in our games. We maximize benefits to charities through the continual examination and review of charitable bingo operations.

### Customer Responsiveness

The Commission takes pride in providing exemplary service to the people of Texas through the courteous dissemination of clear and accurate information about our products, services and regulatory functions. We seek and respond to feedback expressed by our employees, retailers, licensees and the playing and non-playing public. We apply this feedback in the development of our products and in the services that we provide.

### Teamwork

We are committed to creating an environment of mutual respect where open, honest communication is our cornerstone. We embrace the diversity of our team and individual perspectives in working together to achieve our common goals.

### Excellence

We strive for excellence by taking a position of leadership on issues that impact the Commission and achieve challenging goals by focusing on our core values.



## OUR VISION

To be the preeminent Lottery and Charitable Bingo agency through innovative leadership.



## OUR MISSION

The Texas Lottery is committed to generating revenue for the state of Texas through the responsible management and sale of entertaining lottery products. The Texas Lottery will incorporate the highest standards of security, integrity and responsible gaming principles, set and achieve challenging goals, provide quality customer service and utilize a TEAM approach.



## RETAILER BENEFITS

By selling Texas Lottery products, you may benefit from:

- Increased Customer Traffic
- Increased Sales of Other Products
- Attractive Signage and Point-of-Sale Material
- A Commission on Every Ticket You Sell
- Retailer Incentives and Offering Cash and Free Scratch Tickets

You also will have the benefit of 24-hour access to skilled, experienced IGT Hotline operators to assist you in using IGT lottery equipment and ordering lottery supplies. The IGT Hotline is available seven days a week for trouble-shooting and to take scratch ticket orders. If you need additional assistance with orders, Instant Ticket Specialists (ITS) are available 8 a.m. to 5 p.m., Central Time, Monday through Friday. The 24-hour IGT Hotline number is **800-458-0884**.

Accounting and licensing assistance is available through Texas Lottery Retailer Services Monday through Friday from 7 a.m. to 5:30 p.m., Central Time, at **800-375-6886** or via email **retailer.webhelp@lottery.state.tx.us**.

Once you have registered online for the Lottery Services Portal (LSP), you may update your lottery bank account information, renew your lottery license, view your financial and ticket inventory information, and obtain other useful lottery reports at any time by logging on to the LSP at **tx-lsp.lotteryservices.com**.

The Texas Lottery also publishes *RoundUp*, a monthly retailer newsletter, where you will find tips for merchandising lottery products, scratch ticket and draw game initiatives, answers to frequently asked questions, and retailer incentive updates. The newsletter is delivered to retailers by lottery sales representatives and is available online at **texaslottery.com/retailers**.