



SUPPORTING TEXAS EDUCATION AND VETERANS

IT'S GOOD FOR BUSINESS!

BENEFITS

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

TXLOTTERY.ORG
800-375-6886

SUPPORT

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

BENEFITING GOOD CAUSES

FY 2020
TRANSFERS
TO THE
STATE

- **\$1.6 Billion** to Foundation School Fund
- **\$22.2 Million** to Fund for Veterans' Assistance
- **\$439,443** to Multicategorical Teaching Hospital Account



TEXAS LOTTERY®

Retailer Cash Incentive Program

September 2009 - August 2020

Non-Negotiable

Pay to the
Order of

Texas Lottery Retailers

PAY

over \$187 Million

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](mailto:Retailer.webhelp@lottery.state.tx.us)

- 5% commission on all sales
- Average retailer commission in FY 2020 was **\$16,734.**
- In FY 2020, the Top 48 retailers each earned over **\$100,000** in sales commission; the #1 retailer earned over **\$1,000,000** in sales commission.
- Also in FY 2020, retailers earned over **\$12 million** by exceeding sales goals in three Retailer Cash Incentive Programs. Since the program began in 2009, retailers have been paid over **\$187 million**, with some participants earning more than **\$100,000.**