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

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SUPPORT

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

BENEFITING GOOD CAUSES

FY 2019 TRANSFERS TO THE STATE

- **$1.6 Billion** to Foundation School Fund
- **$19.3 Million** to Fund for Veterans' Assistance
- **$439,442** to Multicategorical Teaching Hospital Account

REVENUE POTENTIAL

- 5% commission on all sales
- Average retailer commission in FY 2019 was **$17,151.**
- In FY 2019, the Top 10 retailers each earned over **$100,000** in sales commission; the #1 retailer earned over **$400,000** in sales commission.
- Also in FY 2019, retailers earned over **$22 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.**

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