

A Retailer's Guide To Selling Maine State Lottery Tickets

Did You Know...

- Lottery customers spend over twice as much per store visit as non-Lottery customers.
- Lottery customers provide a loyal customer base and predictable traffic.
- Lottery purchases are frequently impulse buys.
- The selling of Lottery products attracts existing and new customers.

NACS Study on Lottery in C-stores



MAINE'S GOT THE GAMES!

Games Players Want!

Multi-Million Dollar Jackpot Games

Powerball

Wednesday and Saturday jackpot drawings

Mega Millions

Tuesday and Friday jackpot drawings

Hot Lotto

Wednesday and Saturday jackpot drawings

Megabucks Plus

Wednesday and Saturday jackpot drawings

Weekly Grand

Tuesday and Friday jackpot drawings

Daily Games

Offered twice daily, seven days a week

Pick 3 Pick 4

Instant Games

New Games Monthly

Give players the chance to win a large sum of cash instantly through a variety of themes and price points.

Holiday Campaign

Holiday-themed products help yield incremental income during high holiday traffic.

Keep it fun. Play responsibly.

For confidential help with problem gambling
dial 2-1-1 (Maine only).

Value of a Lottery Partnership

Increased Profits

Enjoy 7% commission on every Instant ticket you sell, 8% on every Outdoor Heritage ticket you sell, and 5% commission on all Online tickets you sell (Hot Lotto, Megabucks Plus, Mega Millions, Powerball, Weekly Grand, Pick 3, Pick 4).

Bonus Commission

Agent bonuses from \$10,400 to \$50,000 will be paid for selling a winning jackpot ticket for Hot Lotto, Megabucks Plus, Mega Millions, Powerball or Weekly Grand. Additional Agent bonuses for some of these games range from \$50 to \$25,000.

Agents will receive an additional 1% commission for selling a winning ticket of \$1,000 or more for Instant Games and Pick 3 & Pick 4 games.

Benefits of Delayed Billing

- ✓ No up-front cost of inventory
- ✓ Prevents out of inventory
- ✓ Secure delivery of games
- ✓ Extra time to pay
- ✓ More games on sale



MAINE'S GOT THE GAMES!

Maine State Lottery

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Maine Only 800.452.8777
www.mainelottery.com

Your Partner in Success!

The Maine State Lottery provides an array of services to help you make the most of your Lottery Partnership.

Marketing Support

Statewide Advertising Programs to Support Lottery Products

- Radio
- Television

Public Awareness Advertising

- External signage
- Electronic signs
- Posters
- Brochures
- Billboards at large venue locations

Labor-Saving Merchandising Techniques

- Point of sale materials
- Counter display units
- Instant ticket vending machines

Web Site and E-mail Marketing

Promotional Support

- Retailer promotions
- Sales volume bonuses

Operations Support

- Accurate Inventory Tracking

- Automated Accounting

- Equipment Installation

- Self-Serve Vending Equipment

Community Support

- Amber Alert

- Problem Gambling Referral

- Dial 2-1-1 (Maine Only)

Service Support

- Employee Support

- Lottery Field Representatives

- Weekly Tel-Sell Calls

- Predictive Ordering Tool
- Inventory management System for Instant tickets

- Next-Day Ticket Delivery*

- Web Information and Updates

- Maintenance Support

- Technical Support

* where available

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