



Keep It Fun.
Play Responsibly.

Winning with the Lottery

A Retailer's Guide

Turn A Small Space Into A Big Opportunity

Maine Lottery Products generate revenue with every transaction. Becoming a Lottery retailer has the potential to:

- Add to impulse purchases
- Increase sales for your full line of products
- Build a loyal customer base and predictable traffic

Commissions & Profits

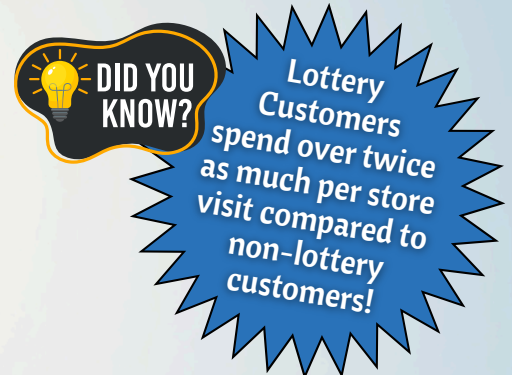
The Maine Lottery provides incredible value to our retail partners through increased profits and sales commissions.

- Earn a 7% commission on every instant ticket you sell
- Earn a 5% commission on all draw tickets
- Earn 5% commission on all Fast Play games
- Earn 8% commission on Heritage games

Bring in More Customers!

As a Maine Lottery retailer, you can easily boost your sales and foot traffic just by adding a few extra games and products!
Attract a wider audience by:

- Keeping dispensers full
- Placing Lottery products on the front counter
- Displaying jackpots, promotions, winning tickets and new games prominently
- Asking for the sale!



Keeping It Fun For Everyone!

The Maine Lottery offers fun and exciting entertainment with an extensive variety of instant tickets, Fast Play and draw games.

Instant Tickets

- New games every month
- Games range in value from \$1 to \$30

Draw Games

- Daily drawings for local and national games - multiple times a day for some!

Fast Play Games

- Win instantly without the scratching
- Progressive Fast Play games feature rolling jackpots

Draw Games: Powerball, Tri-State Megabucks, Mega Millions, Lucky for Life, Lotto America, Tri-State Gimme 5, Pick 3/Pick 4, Cash POP

Your Partner in Success

Take advantage of these valuable support services to build your business with the Maine Lottery at no cost to you!

Operational Support

- Accurate inventory tracking
- Automated accounting
- Equipment installation
- Self-serve vending equipment

Service Support

- Lottery field representatives
- Weekly Tel-Sell calls
- Predictive ordering and inventory management system for instant tickets
- Technical and maintenance support
- Fast ticket delivery

Marketing Support

- Statewide radio, TV & digital advertising
- Merchandising materials, including point-of-sale and counter display units
- Retailer promotions and holiday campaigns