

sceducationlottery.com

SELLING points

July 2012 Vol. 13, No. 1

MONTHLY RETAILER NEWSLETTER

MYSTERY SHOPPER



MUSCLE
CAR MONEY™

RETAILER
INCENTIVE

Dear Lottery Retailers:

Weather Update: Summer in South Carolina continues to be hot and humid! The Education Lottery is adding to the heat with our sensational summer promotions, brand new tickets, and many other winning opportunities for our players and, yes – our retailers – to become winners.

Indeed, Lottery Retailers, we have a busy month ahead of us!

- The Lottery will be at the Beaufort Water Festival and the SC Peach Festival in Gaffney on the weekend of July 13-14. We would love to see you and your customers if you're in the area!
- July also brings the launch of eight new tickets! From "Cool Cash Doubler" (top prize - \$20,000) to "Scorchin' Hot 5's" (top prize - \$100,000) and "The Color of Money" (top prize - \$200,000), your players will have a variety of instant tickets from which to choose. Please let them know about these exciting new tickets.
- On July 20th, at the first drawing of the Muscle Car Money™ Second-Chance Promotion, two lucky entrants will win their choice of one of four fabulous Muscle Cars. Encourage your players to enter their non-winning tickets for a chance to win!

As you can see, Lottery Staff is working with focus and diligence to make available winning opportunities for our players. We appreciate our Retailers partnering with us to provide educational opportunities to the citizens of South Carolina. Lottery sales are the spring board for numerous programs and scholarships that otherwise might not be possible for South Carolinians.

To show our appreciation for a job well done, our 2012 Retailer Incentive Program will give you an opportunity to qualify for a chance to win a \$100 gift card. Monthly drawings will be held in July, August and September – each will award a \$100 gift card to 200 regional winners. You will find all the details you need to become a winner in this month's newsletter!

I thank you again for the many ways you contribute to education in the Palmetto State! I extend my best wishes for a successful Summer 2012!

Stay cool!

All my best,

Paula Harper Bethea
Executive Director
South Carolina Education Lottery

If you would like to speak with Paula Harper Bethea, contact Faris Keller in the Executive Office at (803) 737-3941.

Welcome to Selling Points

Selling Points is published monthly by SCEL. Every effort is made to ensure the information presented in this publication is correct. If you have an idea for an article or questions about this publication, please send correspondence to SCEL Publications Department, P.O. Box 11949, Columbia, SC 29211-1949 or call 803-737-2037.

Reminders

BY STATE LAW, ODDS INFORMATION MUST BE DISPLAYED IN ALL RETAIL OUTLETS ADJACENT TO SCEL POINT OF SALE. This information is included in the SCEL piece called "Odds of Our Games."

Display the Top Prizes Remaining Report: Every morning when you sign on, your terminal will generate a "Top Prizes Remaining" report. Please post this updated report in the clear sleeve or the change mat placed on your counter by your MSR. The clear sleeve must be on your ticket dispenser or near the point of purchase. You can run this report at any time from your reports menu if a player requests the information.

SCEL also provides updated prizes remaining and end-of-game information on a weekly basis. This information is also sent out in all ticket orders. Please make sure you review and display the most current information in your play station.

Oversized tickets with odds and prize information are always available for players. Your MSR attaches this information to a ring on your play station. Encourage players to read the information, but please discourage them from removing oversized tickets.

The Instant Game Ticket Information Sign and About Our Odds Sign must be posted at or near the point of purchase.

Contact Information

Ticket Orders: 1-866-737-7235 (Option 1) (7 a.m. to 5 p.m.)

Stolen/Missing Tickets: 1-866-269-5668

Intralot Help Desk: 1-877-500-5202

Customer Information: 1-866-736-9819 (8:30 a.m. to 5 p.m.)

Licensing Information: 1-866-737-7235 (Option 4)

Gambling Addiction Services: 1-877-452-5155

Ad Space: 1-803-737-2456 (8:30 a.m. to 5 p.m.)

For more information, visit us online at:

www.sceducationlottery.com

Please Play Responsibly!

www.PlayResponsiblySC.com



Express Mart SUCCESS STORY

By Monique Burgess, Coastal MSR

B.Y. Patel of Express Mart isn't shy about asking for the sale.

In today's customer service-oriented society, friendly, proactive service is paramount to enhancing future business growth. No one knows this better than B.Y. Patel, owner of **Express Mart** in **Myrtle Beach**.

Express Mart has been a staple in the community for 23 years and a loyal lottery retailer since the first day of sales. Patel calls each customer by name and greets everyone with a smile. He knows what customers want and recognizes the importance of repeat business and solid customer service.

When it comes to the Lottery, Patel never hesitates to "ask for the sale." He also makes sure he has everything updated in the store as far as the jackpot signs and the winning numbers calendar. In addition, he is always willing to promote existing and new lottery products with enthusiasm.

With the kind of friendly customer service that Express Mart provides, it is a pretty safe bet this retailer will continue to be an asset to not only the Lottery but to the Myrtle Beach community for many more years to come.



Renita Dsouza and Darshita Naik from **Eagles** in **Greenville** proudly display their winner's poster.



Store owner C.J. Patel, of **Simba Express 5** in **Cayce**, sold a \$200,000 winning Fire & Ice scratch-off.



Rupal Patel and Sonal Patel, of **Lee's Grocery** in **Sumter**, are all smiles after selling a lottery ticket worth \$200,000.

MYSTERY SHOPPER INCENTIVE CRITERIA

3. ON SALE
Retailers must have the \$5 **Muscle Car Money™** game (#537) in their ticket dispensers. This game must be displayed in a selling slot as long as it is available for order by retailers.



2. KEEP 'EM FULL
Instant ticket dispensers must have a game in every available slot. Tickets must be forward facing and upright, not with the pack lying flat.



START
1. JACKPOT
All Powerball® and Mega Millions® jackpot displays must show the current, correct jackpot amounts, whether they are lottery-supplied signs or retailer-produced displays.



4. AT THE CURB
Retailers must have an exterior sign to identify the location as a lottery retailer (i.e., pole sign, curbside sign, banner, etc.). If in a restricted signage area, a prominent window sign must be visible from outside the store.



Steps to WIN

5. POST A POSTER
Retailers must have an exterior display in view of customers of a **Muscle Car Money™** 2-sided window sign. It must be placed in a prominent window and must be visible from inside and outside the store.



FINISH
6. DISPLAY REPORTS
The current Top Prizes Remaining Terminal Report must be displayed. The Instant Game Ticket Information sign and Odds of Our Games sign must be posted. Oversized instant ticket information must be displayed at the play station or other prominent location.



MUSCLE CAR MONEY™

RETAILER INCENTIVE

HOW CAN I WIN A \$100 GIFT CARD?

You could qualify for an entry to win a \$100 gift card in each of three monthly regional drawings to be held in July, August, and September!

Each month 200 winners will be awarded one \$100 gift card in each region. A statewide total of 600 winners will be awarded \$100 gift cards each month—that's \$60,000 per month!

The person at the store responsible for the qualifying incentive criteria being met will receive a postcard to mail to enter the drawing.

MONTHLY DRAWINGS:

ENTRY DEADLINE:	DRAWING WEEK OF:
FRIDAY, JULY 13	JULY 16
FRIDAY, AUGUST 10	AUGUST 13
FRIDAY, SEPTEMBER 7	SEPTEMBER 10

INCENTIVE PERIOD:
MONDAY, JUNE 18 THROUGH FRIDAY, SEPTEMBER 7

Muscle Car Money™ First Drawing This Month

The first Muscle Car Money™ drawing for two vehicles is scheduled for Friday, July 20. Entries for this drawing must be received by Friday, July 13. Encourage your lottery customers to enter their non-winning Muscle Car Money™ tickets by mail or online for a chance to win their choice of one of the following four Muscle Car vehicles:

- Ford Mustang GT Convertible or Coupe
- Dodge Challenger R/T Classic
- Dodge Charger R/T Road and Track
- Chevrolet® Camaro® 2LT Convertible or Coupe

Based upon availability of 2012 model, a 2013 Muscle Car vehicle may be substituted. Muscle Car vehicles are valued at \$60,000 inclusive of federal and state taxes.

The second drawing is scheduled for Friday, August 17, with an entry deadline of Friday, August 10.

CleanSweep Drawing Reminder

The last entry deadline for the CleanSweep second-chance promotion is Friday, July 20. The drawing will be on Wednesday, July 25. A new installment of CleanSweep will start in August.

Holiday Closings

July:
Wednesday, July 4, 2012: SCEL offices will be closed to observe the July Fourth Holiday. Retailers will NOT be able to order tickets. Remember to order early! Our delivery partners will be closed on Wednesday, July 4, 2012. Tickets must be ordered by 5:00 p.m. on Monday, July 2, 2012, for delivery on Tuesday, July 3, 2012. Tickets ordered by 5:00 p.m. on Tuesday, July 3, 2012, will be delivered on Thursday, July 5, 2012. Drawings will be held as scheduled.



Lottery trip winner Thomas Laprise celebrates solving the puzzle alongside show host Pat Sajak. Non-Broadcast Lottery Experience Games. Please contact SCEL for further information.

GOOSE CREEK LOTTERY PLAYER ENJOYS “FUN & GAMES” WITH PAT AND VANNA

By Hollie Armstrong, Copywriter

Here’s a puzzler: How did Thomas Laprise of Goose Creek manage to turn a non-winning lottery ticket into a winner?

Luck did the trick.

Out of more than 68,000 entries, his non-winning Wheel of Fortune® ticket was one of three picked to win a trip to Hollywood, CA, in the Lottery’s Wheel of Fortune® Second-Chance Promotion. Two other South Carolina Education Lottery winners, Gary Rodriguez of Lancaster and Tom Goen of Spartanburg, enjoyed the April 24-28 vacation valued at \$12,500.

In Hollywood, Laprise joined lottery winners from across the nation all eager to hear their names called to play a lottery players-only non-broadcast version of the game show with Pat Sajak and Vanna White. No surprise, Laprise was one of the chosen ones.

“It was a once in a lifetime experience,” he said.

Laprise solved two puzzles.

“THE GOOSE THAT LAID THE GOLDEN EGG” won him a trip to Hawaii and a handshake from the host.

“DENVER COLORADO” netted him \$4,300.

He left with \$10,300 in cash and prizes. Winnings he’ll put towards his student loans.

“I’m a lucky guy,” Laprise said. “I can’t wait to enter the Lottery’s next promotion.”

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By Leila Getman, Product Specialist

The Lottery is bursting with fun this summer. BIG BANG BUCKS (\$1) explodes with excitement, with prizes of up to \$1,000 and the chance to win up to four times. Players can enjoy their own fireworks when they find the rocket symbol, so encourage them to celebrate the summer with a BANG!



Uncle Sam paid a visit to the Customer Appreciation Day at Circle K Stores #5132 in Columbia. Jessica, the manager, along with a few friends celebrated.

The American feel of MUSCLE CAR MONEY™ makes it the perfect ticket for your July 4 customers. Ask for the Sale.



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\$50,000
Diamond Millionaire
Margie West – Columbia
Purchased from City Fuel & Food Inc – Columbia



\$5,000
Pick 4
Blake Stephens – Clover
Purchased from Warrens – Clover



\$1,700
Beginner's Luck
Sandra Baker – Mt. Pleasant
Purchased from Kangaroo Express #840 – Mt. Pleasant



\$15,000
Pick 4
Rajk Gill – Belleville, NJ
Purchased from Around the Clock BP – Newberry

UPCOMING games

The following games are scheduled to launch Tuesday, July 3:



The following games are scheduled to launch Tuesday, July 24:



Launch dates and tickets are subject to change as necessary. Artwork shown is not necessarily representative of final product and is subject to change.

TICKET alerts*

- Friday, July 6: Last day to return Weekly Bonus (#464).
- Friday, July 13: Last day to return Bingo Night (#512).

Tuesday, July 17: Last day to redeem Lucky Numbers (#501) and Ruby Riches (#508).

Tuesday, July 24: Last day to redeem Winner Green (#505).

Friday, July 27: Last day to return Triple the Money (#521).

Tuesday, July 31: Last day to redeem Big Money (#499) and Gifts of Green (#503).