

SELLING points

August 2010 Vol. 11, No. 2

MONTHLY RETAILER NEWSLETTER



18+

DO NOT sell lottery tickets to any person under the age of 18. A player must be at least 18 years of age to purchase a ticket.

IN THIS ISSUE: **Mystery Shopper Retailer Incentive Drawing Reminder!**



Dear Lottery Retailers:

You are an integral part of the South Carolina Education Lottery (SCEL) and greatly responsible for making our partnership such a success. Without the enthusiastic support of our retailers, SCEL would not be able to sell one ticket, offer one promotion or provide a single new educational dollar. Simply put, our business starts and ends with our retailers.

There are many exciting promotional opportunities on which we can work together to increase sales while raising monies for education. Are you interested in having a radio remote, wheel spin, or plinko lottery promotion at your store? If so, please contact your MSR. These events are great tools to reward your customers.

Lottery promotions can be more successful when your store brings something to the plate. You can attract additional customers to a lottery promotion if your store offers incentives such as reduced gas prices during the event, donating a free lotto ticket to the prize pool, or offering free hot dogs for lottery customers. Who knows, by being a generous lottery retailer, you might become someone's favorite lucky store.

Again, thank you for your continued support and the teamwork, which contribute to the Education Lottery's success. As students across the state are returning to classes after summer vacation, it is rewarding to know that the proceeds generated through our sales and promotions are appropriated by the General Assembly to support education and students. Together we are continuing to make a significant difference.



Sincerely,

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/Extra 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

For more information, visit us online at:

www.sceducationlottery.com

Please Play Responsibly!

www.PlayResponsiblySC.com



RETAILER SPOTLIGHT

WESTSIDE QUIK SHOP

Greenville, SC

By Jay Caldwell, Upstate MSR

Extra! Extra! Read all about it! We're giving away lottery tickets! What is this all about you ask? Actually, the "we" referenced is **Westside Quik Shop** in **Greenville**. In these tough economic times, store owners, Mike Wright and Ronnie White, decided to give back to their customers rather than increasing prices on many items.

So, they asked for and received permission from the Lottery to conduct a monthly promotion in which the location purchases lottery tickets to use as a second-chance drawing prize. For the past few months, when a customer buys \$25 or more in lottery tickets (online or instant) at **Westside Quik Shop**, they receive an entry into a monthly drawing. The drawing at the end of the month is for a book of lottery tickets (\$300 value) of the customers choosing. Wow!

The staff provides exceptional customer service. According to both owners, keeping lottery dispensers full and informing customers about new games have been key components in the success of this promotion.



Owners Ronnie White and Mike Wright of Westside Quik Shop in Greenville.

"Players can't buy tickets if we don't have them in the dispensers," said Wright. "We figure that it's better to always keep the dispensers full, as opposed to having counter space used for no good reason!"

Westside Quik Shop has a large area to scratch tickets, which has helped to increase sales. White notes the location always has a healthy inventory of instant tickets.

If you are interested in conducting a similar promotion to boost sales at your location, contact your MSR for details.

Selling Points

"In these tough economic times, store owners, Mike Wright and Ronnie White, decided to give back to their customers rather than increasing prices..."

- Jay Caldwell



Market Place Amoco Food Shop in **Cayce** sold a top prize winning Holiday Riches ticket. The location received a \$2,000 retailer commission. Pictured is store representative Roger Acrum and MSR Daniel Crowley.



Suhweet! Brent Coker at **Garden Spot #4** in **Taylors** places winner's posters for maximum exposure! This location does an outstanding job promoting its winners.



Bountyland #10 in **Westminster** sold an In the Money instant ticket worth \$200,000. Pictured are Angie Drane and Shelley Harris.

SPECIAL EVENT



WHEEL SPIN



PLINKO BOARD



LOTTERY BALL

RADIO REMOTE



CUSTOMER APPRECIATION



By Ammie Smith, Sales Promotions Manager

The South Carolina Education Lottery has had a fun-filled summer with promotions all across this beautiful state. With the launch of the Ric Flair™ Woosooo!™ instant ticket in May, the Lottery started its summer promotions in Darlington at the Southern 500 race. Lottery customers had the opportunity to meet and receive autographs from the Nature Boy™ himself, Ric Flair™. SCEL then traveled to the upstate for its first appearance at Freedom Weekend Aloft in Simpsonville, followed by the Sun Fun Festival in Myrtle Beach. The Lottery has also made stops in Hampton County at the Hampton County Watermelon Festival and will end the summer tour back in Myrtle Beach at the Beach, Boogie and BBQ Festival.

The Lottery not only participates in special events across the state, but Sales Promotions Staff conducts daily lottery promotions at SCEL-licensed locations. Your MSR can arrange to hold a promotion that works for you from the many promotional options available. You may want to host a radio remote with a wheel spin or plinko board promotion. Having a second-chance drawing is another option. If you are having a customer appreciation celebration, promotions staff would like to take part. The Promotions Team would like to bring our enthusiasm to your location. Ask your MSR about scheduling a promotion at your store!

SOUTH CAROLINA EDUCATION LOTTERY MILLIONAIRE RAFFLE

RETURNS IN SEPTEMBER

By Johnny Genwright
Deputy Director of Gaming

The Lottery launched its first raffle, the Carolina Millionaire Raffle, in late 2006. Players and retailers have been asking for another raffle ever since. You asked for it - you got it! Tell your players, SCEL will launch its second RAFFLE on Monday, September 13, 2010.

South Carolina Millionaire Raffle: Raffle tickets will cost \$10 and only 500,000 tickets will be available for purchase. Players will not be able to choose their own numbers. The terminal will generate the next available serial number. Winning numbers must match in the exact order drawn. Raffle ticket sales will end on November 15 or before if all 500,000 tickets are sold out. The prizes in the final draw on November 16 will be: two \$1 million prizes, two \$100,000 prizes, twenty \$10,000 prizes, and seven hundred \$500 prizes. In addition, the raffle will have ten early bird prizes.

Early Bird Players Get Two Drawings for the Price of One:

With the NEW early bird feature, a drawing will be held on Wednesday, October 13, midway through the raffle. Only players who purchase their raffle tickets by October 12 will be eligible to win one of ten early bird prizes of \$5,000. Winning numbers drawn in the early bird draw will also have the chance to be drawn again in the final draw. Players must buy their raffle tickets early to be included in both draws!

Cash Bonanza Bonus

Cash Bonanza Bonus includes a second-chance component to enter for a chance to win \$1 million!

Deadline to enter Second-Chance Drawing:

Wednesday, August 18, 2010

Final Drawing: Wednesday, August 25, 2010

Retailer Alert

Customer Toll-free Number: DO NOT give players the retailer hotline number or the SCEL Security Department's stolen ticket hotline number when they have questions or problems. If customers inquire, tell them that SCEL does have a toll-free number for players during regular business hours. The customer toll-free number is **1-866-736-9819**.

Holiday CLOSINGS

SEPTEMBER:

Monday, September 6, 2010: SCEL offices AND our delivery partners will be closed to observe the Labor Day holiday. Retailers will NOT be able to order tickets. Tickets ordered by 5:00 p.m. on Thursday, September 2, 2010, will be delivered on Friday, September 3, 2010. Tickets ordered on Friday, September 3, 2010, will be delivered on Tuesday, September 7, 2010. Drawings will be held as scheduled. Remember to order early for the holiday weekend.



WIN WHEN YOU PROMOTE CAMARO®

By Stephanie Hemminghaus, Media Relations Manager

Here's a cool idea: Remind your customers they could be cruising in the air-conditioned comfort of a 2010 Chevrolet® Camaro® 1SS™! The car could be won instantly on the Camaro® ticket, or players can enter their non-winning Camaro® tickets in the second-chance drawing!

We're adding more fun to our second-chance promotion by awarding 438 Chevrolet® Camaro® prize packs in each drawing on August 18 and September 15. The final drawing (at a date to be determined) will select one Camaro® winner and one \$100,000 winner!

Remember, we're counting on you. Exemplary customer service pays off. You can qualify for the Mystery Shopper retailer incentive program to win a \$100 gift card. Keep your ticket dispensers full and current, update your jackpot signs, and make sure you have the Camaro® ticket available in your store! The next Mystery Shopper entry deadlines are August 13 for the August 16 drawing and September 10 for the September 13 drawing.



The 2010 Chevrolet® Camaro® 1SS™ is shown. Based on availability of the 2010 model, a 2011 Chevrolet® Camaro® 1SS™ may be substituted. Chevrolet, Camaro, the Chevrolet Bowtie and the related vehicle body designs are General Motors Trademarks used under license to MDI Entertainment.

GO GREEN, HELP CLEAN WITH CLEAN\$WEEP!

By Petrina Marsh, Marketing Program Leader

Clean\$weep is a joint venture between SCEL and PalmettoPride designed to help control the litter caused by lottery tickets. **Clean\$weep** provides players the opportunity to have fun while taking action against litter. Every month 100 entries will be drawn, each winning \$50. The last **Clean\$weep** drawing for 2009-10 took place on July 28. The number of entries received each month averages more than 14,000.

The new **Clean\$weep** year starts on Monday, August 2. Entries received after July 23 and prior to August 2 will be discarded. Entrants must be 18 years of age or older and are required to submit ten (10) non-winning instant tickets in any combination of price points and mail them to SCEL in an envelope no larger than 7 ½ x 10 ½ inches. At least one ticket must be signed by the entrant and included in the envelope.

If an entry does not have a signature, name and address or if it is illegible (as determined by Security), it will be disqualified. The odds of being chosen depend on the number of entries received. For complete promotion details, visit sceducationlottery.com and click on **Clean\$weep**.



Check ID. Must be 18 or older to play.

UNDERAGE SALES BRING CONSEQUENCES FOR THE LICENSEE

By ViVi Simons, Publications Manager

The license of any lottery retailer who violates the prohibition on selling a lottery ticket to an underage player may be suspended or revoked by the Commission or the Executive Director.

Have you ever wondered about the penalties you would face if one of your store's employees is caught selling lottery tickets to underage players? Lottery regulations provide that selling tickets to "a person under eighteen (18) years of age" could result in the revocation or suspension of a lottery license.

Remind your employees of the importance of checking IDs for any player who appears to be too young. Encourage co-workers and new employees to get into the habit of checking IDs. The age verification date is supplied in a black box in the upper left corner on the front screen of the lottery terminal.

WINNERS' board



\$2,000 Fortune Cookie®

 Randy Scruggs – Cowpens
 Purchased from Li'l Cricket #852 – Chesnee

\$1,000 Monopoly™

 Tris Pinkney – Charlotte, NC
 Purchased from JD Super Center – Fort Mill

\$1,000 Money Tripler

 Terri Grady – Union
 Purchased from Kangaroo Express #3404 – Union

\$600 Mega Millions®

 Michael Hovious – Simpsonville
 Purchased from Publix Super Markets #1012 – Mauldin

\$600 Pick 4

 Penny Carroll – Columbia
 Purchased from El Cheapo #6 – Columbia

\$20,000 Cool Cash Times 5

 Juanita Dayton – N. Myrtle Beach
 Purchased from Kangaroo Express #3484 – N. Myrtle Beach

\$628 Mega Millions®

 Kevin Johnson – Columbia
 Purchased from Jimmy's Mart – Columbia

\$20,000 Cool Cash Times 5

 Cassie Sudduth – Saluda
 Purchased from Pavan Food Store #4 – Greenwood

UPCOMING games

The following games are scheduled to launch Tuesday, August 31, 2010:



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, August 6, 2010: Last day to return In the Money (#370).

Tuesday, August 10, 2010: Last day to redeem Jumbo Bucks (#312), More Money (#341), and 4 Way Cash (#357).

Friday, August 13, 2010: Last day to return Pay Day (#340), Cash Bonanza Bucks (#351), Roll 'Em Up (#376), and Fortune Cookie (#379).

Tuesday, August 17, 2010: Last day to redeem Find the 9's (#371).

Tuesday, August 24, 2010: Last day to redeem Sunny Money (#344) and Mistle Dough (#365).

Wednesday, August 25, 2010: Last day to sell Go for the Gold (#383).

Tuesday, August 31, 2010: Last day to redeem Hand Me the Hundreds (#361), Bags of Cash (#362), Winter Jackpot (#368) and Money Tripler (#375).

ENDING games*

Please start selling down the following:

SC-383 Go for the Gold

Last day to sell:
Wednesday, August 25, 2010

Last day to return:
Friday, September 24, 2010

Last day to redeem:
Tuesday, November 23, 2010

* WATCH FOR **UPDATES** TO ENDING DATES THAT ARE SENT VIA YOUR LOTTERY TERMINAL.