

IN THIS ISSUE

DIRECTOR'S MESSAGE
Page 2

CASH DASH A WIN FOR PLAYERS!
Page 3

RETAILER BONUS STRUCTURE
Page 3

TERMINAL RELOCATION?
Page 3

WEAR YOUR JACKPOT ALERT STICKERS WHEN JACKPOTS ARE HIGH!
Back

Lottery Links is provided free to licensed retailers, Lottery Advisory Commission members, vendors and other interested parties. Lottery Links is available on the website at LOTTERY.ND.GOV.

INSTANT LUCK FLASH PROMOTION

The North Dakota Lottery is excited to bring back the lottery promotion, *Instant Luck*, as a FLASH promotion. For a limited time (April 23 - April 29) players who purchase a single draw, three play Lucky for Life® ticket for \$6 get a chance to instantly win a **free** \$2 Lucky for Life ticket, \$10, or \$100!

Instant Luck winners will be chosen at random. If a player is an instant free ticket winner, their free \$2 ticket will print immediately after their purchased ticket. If a player is a \$10 or \$100 instant winner, a respective coupon will print.

To receive credit for cashing an instant cash winner, coupons must be scanned through the lottery terminal in the same manner as any other winning lottery ticket. Encourage players to sign the back of their coupons.

Stores will receive credit for all scanned and cashed coupons, as well as the free \$2 Lucky for Life tickets. Preprinting *Instant Luck* transactions is strictly prohibited. Complete details and official rules can be found at LOTTERY.ND.GOV.

NOTE: Customer service representatives will not visit your store to review or setup any point of sale. Customers will not be aware of this promotion until April 23. An *Instant Luck* icon will appear on your lottery terminal the morning of April 23 when the promotion begins.



DIRECTOR'S MESSAGE



After voters approved a change in the North Dakota constitution in 2002 to allow lottery, the 2003 Legislature established the North Dakota Lottery as the entity responsible for administering, regulating, enforcing, and promoting the state's participation in multi-state lotteries.

Since its beginning, gas stations, convenience stores, and supermarkets have been vital partners in offering lottery game options and promotions to players. With the help of the team of 450 retail affiliates throughout the state, the Lottery conducts five multi-state games: Powerball®, Mega Millions®, Lucky for Life®, Lotto America®, and 2by2®. This mix of games provides jackpots starting from \$22,000 to \$20 million.

Over the past year, stores have seen increased traffic and lottery ticket sales as players try for their chance at one of the major recent jackpots. Since last summer there have been three jackpots that exceeded \$1 billion! These big jackpots create interest. This awareness among regular and new players generates sales that benefit retailers and the state, and hopefully produces some North Dakota winners.

While some players have shifted to internet or mobile phone options for lottery purchases, the overwhelming majority of North Dakota lottery ticket sales continue to be made from retailers. Customers like personal interactions with friendly clerks, appreciate the store staff's understanding the games and promotions, and want to share

the joy of winning with an enthusiastic employee. Engaged retail staff is a key driver for players' preference to play lottery inside stores. Jackpot awareness drives this interest, but so do lottery promotions and prize drawings.

The Lottery offers fun campaigns like the successful 2by2 Instant Win and Cash Dash promotions and the upcoming Lucky for Life INSTANT LUCK promotion to keep players engaged with instant prizes in addition to entering the potential for big jackpots. These promotions, along with Players Club opportunities for prizes, are communicated to players by conventional advertising like TV, radio and billboards, but also through innovative social media platforms and targeted electronic marketing tools.

We want to make sure lottery continues to be a product offering that brings customers inside and enhances your margins. The Lottery's promotions and reward programs are tailored to encourage lottery play, and the in-store signs and advertising serve as a reminder to buy and have a chance at a life changing prize.

The Lottery will be working actively over the next year to provide its retail partners with advanced tools to bring lottery products to the players, where and how they want them. As teammates, we will work with you to maintain the phenomenal sales that Lottery enjoyed over the past year.

Lerma D. Pacheco

CASH DASH A WIN FOR PLAYERS!

Cash Dash returned in February and players were excited! During the promotion, total lottery sales increased over 13.8% when compared to comparable jackpot sales. Players won \$42,875 in instant prizes, including ten (10) \$500 instant winners! Thank you to all our retailers and associates for your hard work and dedication in making this year's Cash Dash a success!

The Top 5 North Dakota Lottery retailers that had the most instant winners:

1. M&H Gas #13 - Mandan
2. Marketplace Food & Drug (S. Brdwy) - Minot
3. Rosie's Food and Gas - Dickinson
4. Family Fare Supermarket #103 - West Fargo
5. Dan's SuperMARKET #2 (North) - Bismarck



RETAILER BONUS STRUCTURE

Did you know that when you sell a large tier prize, the retailer earns a BONUS commission!?!? Selling an add-on like Power Play, Megaplier, and All Star Bonus earns an additional bonus!

POWERBALL®		
Prize	Bonus	Additional Bonus
Grand Prize	\$50,000	Additional \$50,000 with Power Play
\$1,000,000	\$5,000	Additional \$5,000 with Power Play
\$50,000	\$1,000	Additional \$1,000 with Power Play

MEGA MILLIONS®		
Prize	Bonus	Additional Bonus
Grand Prize	\$50,000	Additional \$50,000 with Megaplier
\$1,000,000	\$5,000	Additional \$5,000 with Megaplier
\$10,000	\$500	Additional \$500 with Megaplier

LOTTO AMERICA®		
Prize	Bonus	Additional Bonus
Grand Prize	\$5,000	Additional \$5,000 with All Star Bonus
\$20,000	\$500	Additional \$500 with All Star Bonus

LUCKY FOR LIFE®	
Prize	Bonus
\$1,000/day FOR LIFE	\$25,000
\$25,000/year FOR LIFE	\$2,500
\$5,000	\$250

2BY2®	
Prize	Bonus
\$22,000 Jackpot	\$500
\$44,000 Jackpot	\$1,000

TERMINAL RELOCATION?

If you are planning a remodel or just need your lottery terminal(s) moved, **please contact the North Dakota Lottery office a minimum of one week in advance (701.328.1574).**

Do not disconnect or move any lottery equipment. Upon notification, a qualified representative from the lottery's online gaming system will contact the retail location and work with the retailer to address the store's needs.



OFFICE OF ATTORNEY GENERAL
LOTTERY DIVISION

1720 Burlington Drive, Suite C
Bismarck, ND 58504-7736

(701) 328-1574

1 (877) NDLOTTO (635-6886)

Fax: (701) 328-1580



WEAR JACKPOT ALERT STICKERS WHEN JACKPOTS ARE HIGH!

NORTH DAKOTA LOTTERY
PLAYERS CLUB OFFICIAL MOBILE APP



iPhone (iOS): Get the app
from the iTunes® Store



/NDLottery



@ND_Lottery

LOTTERY.ND.GOV

NORTH DAKOTA LOTTERY
PLAYERS CLUB OFFICIAL MOBILE APP



Android: Instructions at
LOTTERY.ND.GOV/MOBILE-APP/

**JACKPOT
ALERT!**

\$550 Million

GAME: **Powerball**



**JACKPOT
ALERT!**

\$550 Million

GAME: **Mega Millions**



**JACKPOT
ALERT!**

\$5.5 Million

GAME: **Lotto America**



If you are low on Jackpot Alert Stickers, contact the ND Lottery @ 701.328.1574