

LOTTERY LINKS

NEWS AND IDEAS FOR LOTTERY RETAILERS

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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.

2BY2 INSTANT WIN RETURNS

September 1 through September 28, players who buy a single play, seven draw 2by2 ticket for \$7 get a chance to INSTANTLY WIN \$500 cash or a FREE seven draw 2by2 ticket.

Will your store make the "Top 5" for this promotion? To sell more tickets, make sure you know the promotion details. If a player is an instant 7 draw ticket winner, their free 7 draw 2by2 ticket will print immediately after their purchased ticket. If a player is a \$500 instant winner, a \$500 coupon will print.

Stores will receive credit for all cashed coupons, as well as the free 7 draw tickets. To receive credit for cashing a \$500 instant winner, the coupon *must be* scanned through the lottery terminal in the same manner as a winning lottery ticket. Encourage players to sign the back of their coupons. With all 7 draw 2by2 purchases, any prize won on Tuesday doubles in value, including the jackpot.

Preprinting 2by2 transactions is strictly prohibited. Complete details and official rules can be found at LOTTERY.ND.GOV.

In conjunction with the instant win promotion, players can enter their single play, seven draw 2by2 tickets into a Second Chance drawing through the ND Lottery Players Club (via app or website). Players who enter will have a second chance to win one of ten (10) \$500 Second Chance prizes. Complete details and rules for the Second Chance drawing can be found at LOTTERY.ND.GOV.

INSTANTLY WIN \$500 OR A FREE 7-DRAW TICKET!
Buy a 7-draw 2by2 ticket for \$7 for your chance!

North Dakota 2by2
Play 7 Days and Double Tuesday Prizes

PLAYERS CLUB
FOR A 2ND CHANCE TO WIN \$500, ENTER YOUR TICKET ON THE APP OR VISIT LOTTERY.ND.GOV

SEPTEMBER 1 - SEPTEMBER 28

North Dakota L20TTERY
YEARS OF POSSIBILITIES!

PLEASE PLAY RESPONSIBLY. The North Dakota Lottery promotes the sale of its own products, licensed with no other retailer, not provided to any other operator and the guaranteed prize amounts.

DIRECTOR'S MESSAGE



HELP YOUR LOTTERY CUSTOMERS PLAY SMART AND BE INFORMED!

Lottery retailers likely get questions about how the games work or hear speculation about the chances of buying a winning ticket. The Lottery appreciates retailers helping guide our customers, but if the answers are not in the handy game guide displayed near the lottery terminals, please don't contribute to the lottery rumor mill. It's best to refer players to the Lottery by phone, email, or website.

LOCATION AND TIMING ARE LOTTERY LEGENDS

There is a common misconception that big Powerball or Mega Millions jackpot winners are always from another state or from a bigger North Dakota city for the more local 2by2 - in short "from somewhere else". The fact is, where a player lives or purchases a ticket does not influence their odds of winning, nor does it matter how close to the draw time a purchase is made. Winners hail from all corners of the state, and areas with more ticket sales will naturally have more winners simply because there are more players. Every ticket in a drawing counts, and has the same chance of winning - it is about beating the odds, not about timing or location. It all boils down to pure, random chance!

CASH VS. ANNUITY VS. TAXES

Another lottery myth is about taxes and the prize pool. The advertised jackpot is often highlighted and the lower cash prize option is also referenced. The cash option is not derived by subtracting taxes from the annuity amount. Rather, the cash prize is the amount on hand from the sale of tickets. A winner choosing the annuity means receiving a

series of 30 payments over 29 years to eventually total the jackpot amount. The prize is strategically invested, and the interest earned adds up to the total jackpot payout over time. If a winner prefers immediate payout, the cash option offers a one-time, lump sum derived directly from the ticket sales pool for that specific drawing. There's no interest involved since the money is not invested.

Federal and state law dictate that prizes are reported, and taxes are withheld as a service for larger winners:

- Prizes of \$599, or less, are exempt from tax withholding.
- Prizes of \$600, or more, are reported to the IRS.
- Federal and state withholding kicks in for prizes surpassing \$5,000, at a federal tax rate of 24% and state tax rate of 2.90%.

It's important to remember that withholdings are estimates. Other IRS withholding provisions may apply and consulting a tax professional regarding claiming and reporting a significant prize is recommended.

RESOURCES AT YOUR FINGERTIPS

Retailers should answer player inquiries but if players have a lot of questions refer them to the Lottery's website (LOTTERY.ND.GOV) for a wealth of resources about lottery games, play, odds, retailer locations, finances and rules. The Lottery reminds players that buying a lottery ticket is a form of entertainment and a chance at a life-changing win. The lottery is about fun, not a guaranteed path to riches. Retailers should encourage players to be responsible in their lottery play!

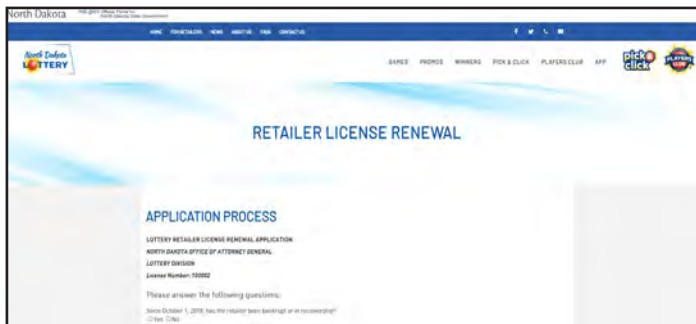
Laura D. Packer

LICENSE RENEWAL PROCESS

The North Dakota Lottery retailer license renewal process will be available August 1, 2024, and must be completed by August 23, 2024.

Retailers will be able to complete the license renewal process online for the upcoming renewal year at the North Dakota Lottery website. All required information must be completed and submitted at Lottery's website (LOTTERY.ND.GOV).

Watch for renewal information in late July. If you have any questions regarding the license renewal process, please call the ND Lottery office at 701-328-1574.



INSTANT LUCK WINS BIG!

The Instant Luck promotion in June had a ton of winning! Lucky for Life sales increased 88.38%, or \$286,410, in total sales. Players won over \$49,000 in instant prizes including 14,237 Free Tickets (\$2 Value), 544 \$20 cash prizes, and 49 \$200 cash prizes.

Did your store rank in the Top 5 across the state? Check out the "Top 5" North Dakota Lottery retailers with the most instant winners:

1. On The Run #80139 (N. 19th St.) - Bismarck
2. Family Fare Supermarket #103 - West Fargo
3. Rosie's Food and Gas - Dickinson
4. Cash Wise Foods #3012 - Fargo
5. M&H Gas #13 - Mandan

Not on the list? Check the back of this newsletter and see if you made the Top 60!

LOTTERY TIDBITS

- Give **ALL** winning and non-winning lottery tickets back to the player.
- Give **ALL** customer receipts to the player.
- Keep all retailer receipts for the store's records.
- No credit will be issued to retailers for misprinted tickets due to operator error.
- Valid misprinted tickets may be sold to players before the draw occurs.
- Lottery tickets cannot be voided, canceled or refunded.
- Players cannot use credit cards to purchase lottery tickets.
- Confirm ticket purchase amount. Collect payment up front for large ticket purchases (example \$50+) prior to ticket printing.
- Does your staff need lottery terminal training? Please contact your North Dakota Lottery Customer Service Representative at 701-328-1574 to setup a training session.
- Wear JACKPOT ALERT stickers when jackpots are high!



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TOP 60 INSTANT LUCK PROMOTION RETAILERS

NORTH DAKOTA LOTTERY
PLAYERS CLUB OFFICIAL MOBILE APP



iPhone (iOS): Available on the App Store®



/NDLottery



@ND_Lottery

NORTH DAKOTA LOTTERY
PLAYERS CLUB OFFICIAL MOBILE APP



Android: Our app is now available on Google Play

LOTTERY.ND.GOV

Rank	Retailer	Rank	Retailer	Rank	Retailer
1	On the Run/Superpumper #80139 - Bismarck	21t	Cash Wise Foods #3020 - Bismarck	41	The Hub Convenience Store #2 - Beulah
2	Family Fare Supermarket #103 - West Fargo	21t	Cenex C-Store - Jamestown	42	Westside Fuel - Williston
3	Rosie's Food and Gas - Dickinson	23	M&H Gas #34 - Williston	43	On the Run/Superpumper #80150 - Bismarck
4	Cash Wise Foods #3012 - Fargo	24	Simonson Station Store #3 - Grafton	44	Family Fare Supermarket #3127 - Bismarck
5	M&H Gas #13 - Mandan	25	Simonson Station Store #16 - Bismarck	45	Simonson Station Store #8 - Wahpeton
6	M&H Gas #15 - Jamestown	26	Barney's C-Store - Mandan	46	Red Carpet/Superpumper #80246 - Bismarck
7	Family Fare Supermarket #3126 - Bismarck	27	Hornbacher's Village West #2693 - Fargo	47	Family Fare Supermarket #3128 - Bismarck
8	Cash Wise Foods #3043 - Minot	28	Cash Wise Foods #3042 - Watford City	48	Superpumper #80135 - Garrison
9	Pit Stop LLC - Dickinson	29	Cash Wise Foods #3045 - West Fargo	49t	Gustafson Oil - Bottineau
10	Hugo's #8 - Grand Forks	30	On the Run/Superpumper #80140 - Bismarck	49t	Circle K #2746420 - Bismarck
11	Red Carpet/Superpumper #80242 - Bismarck	31	Family Fare Supermarket #3130 - Mandan	51	Superpumper #80151 - Mandan
12	Simonson Station Store #6 - Williston	32	Hugo's #6 - Grand Forks	52	Cash Wise Foods #3044 - Dickinson
13	Broadway Marketplace Foods - Minot	33	Circle K #2746431 - Minot	53	M&H Gas #33 - Williston
14	Family Fare Supermarket #115 - Fargo	34	Family Fare Supermarket #3125 - Bismarck	54	Red Carpet/Superpumper #80236 - Bismarck
15	On the Run/Superpumper #80127 - Bismarck	35	Simonson Station Store #4 - Minot	55	Hugo's #2 - Grand Forks
16	Neighborhood Grocery and Gas - Jamestown	36	Superpumper #80104 - Williston	56	Community Family Market - Fargo
17	Arrowhead Marketplace Foods - Minot	37	Brothers III Sports - Valley City	57	Enerbase Xpress Mart - Minot
18	Marketplace Food and Drug - Minot	38	Pony Express Shell - Bismarck	58	The Hub Convenience Store #6 - New England