

With the help of our retailers, the Arkansas Scholarship Lottery creates winning people, winning futures, and winning moments! This newsletter will keep you up to date on the latest lottery information and retailer best practices and tips, which will ultimately increase sales at your location.

Since the 5-Buck Bundle promotion returned in January, Praveen Kottha, owner of White Hawk Center in Rogers, says the store's staff has done a great job suggesting and upselling to players. Kottha also believes keeping employees trained in selling the Bundle is vital to achieving sustainable growth as a lottery retailer.

"More than 90 percent of our customers are lottery players," said Kottha. "We inform everyone about the 5-Buck Bundle promotion and ask if they would like to purchase it, especially if they're already buying a draw game ticket for that night's drawing. The Bundle is very popular because customers love to save money while allowing us to increase lottery sales!"

This best practice is just one of the many things that the White Hawk Center does to make the location successful.

"We want to do our best to create a pleasant and engaging lottery experience," said Kottha. "We activate our new games within the first 48 hours and ensure that we always have them available for players. Also, it's important for us to learn how to understand, meet, and satisfy our players' needs," he added.



Pictured LR: Praveen Kottha, owner, and Nancy Wright, cashier

WINNING RETAILERS

WHITE HAWK CENTER - ROGERS

INCREASE YOUR LOTTERY SALES & MAXIMIZE YOUR EARNING POTENTIAL WITH THE 5-BUCK BUNDLE!

- Ask every customer if they would like to purchase a ticket for that night's drawing.
- If a customer is purchasing a Powerball® ticket with Power Play®, suggest the Bundle! "Did you know the 5-Buck Bundle is back? For only \$2 more, you can get a Mega Millions® ticket and a FREE Natural State Jackpot ticket!" This technique will impact your lottery sales positively!
- Be aware of the jackpot amounts and use them as a selling tool for the Bundle.
- Understand how draw games are played to educate your customers. This may encourage new or infrequent customers to make a purchase without them leaving your store feeling intimidated.
- Customers are encouraged to make a lottery purchase when made aware that your store has winners, so post appropriate signage such as jackpot signs and winning draw game tickets.

BUNDLE IT UP!

The 5-Buck Bundle promotion continues this month and ends on February 28! Players will get a \$3 Powerball® with Power Play®, a \$2 Mega Millions® ticket, and a FREE \$1 Natural State Jackpot ticket! All tickets for this Bundle will be Quick Picks. The Bundle is not available on Winstation TVMs but will be available on DreamTouch Smart TVMs.

THE 5-BUCK BUNDLE!

UPCOMING GAMES SCHEDULE

FEBRUARY

Launching: Feb. 2, 2021

MARCH

Launching: Mar. 2, 2021

APRIL

Launching: Mar. 30, 2021
+ mid-month Launch:
Apr. 13, 2021

MAY

Launching: May 4, 2021

JUNE

Launching: Jun. 1, 2021

GAME DETAILS

(\$10) Power 10's
(Game 603)
Top Prize: \$200,000
Overall Odds: 1 in 3.00
Top Prize Odds: 1 in 360,000

(\$5) Gold Rush
(Game 602)
Top Prize: \$100,000
Overall Odds: 1 in 3.66
Top Prize Odds: 1 in 520,000

(\$3) Extra! Extra! Crossword
(Game 601)
Top Prize: \$75,000
Overall Odds: 1 in 3.50
Top Prize Odds: 1 in 600,000

(\$2) Jumbo Bucks Supreme
(Game 600)
Top Prize: \$25,000
Overall Odds: 1 in 4.14
Top Prize Odds: 1 in 480,000

(\$1) Neon 7's
(Game 599)
Top Prize: \$3,000
Overall Odds: 1 in 4.69
Top Prize Odds: 1 in 420,000



FEBRUARY Games!

(Note: These games launch February 2.)

Call 1-800-522-4700 for Problem Gambling Helpline.

COMING FAST

Fast Play games **Beat the Dealer** and **Lucky Clover** will launch February 1.



LEAVING FAST

The last day to sell Fast Play games **Holiday Cash** and **Candy Cane Cash** is January 31. The last day to sell Fast Play games **Bingo** and **Snowflake Melt** is February 28.

FEEL THE LOVE WITH DOUBLE POINTS!

We are showing some love this Valentine's Day month to January's Frenzy Family!! That means **\$100 Frenzy**, **\$200 Frenzy**, **\$300 Frenzy**, **\$500 Frenzy**, and **\$5,000 Frenzy** are worth **DOUBLE** Points for Prizes® points all month long!

There's usually a different Arkansas Scholarship Lottery game or games with multiplied Points for Prizes® points each month, so make sure and have that game available for your players. Remind your lottery players to check out the various prizes available through Points for Prizes® and to visit MyArkansasLottery.com for details.



GAME OVER

The days are numbered for these ASL games. Note: The last day to redeem is also the final Play It Again® entry deadline for that game.

- Last day to redeem: 2/2/2021
- 20X Bonus
 - 50Xtra
 - Win \$100 or \$200!
 - 100Xtra
 - Match 3 Tripler
 - Super Cash Multiplier
 - SCRABBLE™ Crossword
 - 20Xtra

- Last day to redeem: 2/23/2021
- Razorbacks®
 - Money Multiplier
 - Payout Multiplier
 - Ultimate Fortune
 - \$300 Stacked
 - Winner Winner Chicken Dinner
 - UNO™
 - 10Xtra

- Last day to redeem: 3/30/2021
- Bingo Plus
 - \$100 Stacked
 - \$200 Stacked
 - \$500 Stacked
 - Extra Play
 - Power 5
 - \$200,000 Jackpot
 - Jumbo Bucks Maximum

- Last day to sell: 2/18/2021
Last day to redeem: 5/19/2021
- \$50 or \$100! 3rd Edition
 - \$10,000 Stacked
 - Lucky 7
 - Wild 8's
 - \$500 a Month for a Year!
 - \$2,000 a Month for a Year!
 - Winning 7's
 - Diamond Mine