In the fourth quarter of 2015 the Goode to Go store in North Sioux City raised its scratch ticket sales 46% over the previous year. That increase can be attributed to having fresh promotional material for the newest games at both major entrances. They also keep example void tickets at both registers and have a clean and easily accessible play slip area for their lottery players.

Chad and Coreen Wieber, new owners of Hoffman Gas & Grill in Corsica, recently moved up to selling 24 games in a highly visible on-counter 24 game promoter type dispenser, growing their scratch ticket revenue to more than double the amount sold during the same time last year. Way to go Chad and Coreen!
Where Should We Market the Lottery in Your Store?

**YOU TELL US!**

The South Dakota Lottery recently began the process of surveying our lottery retailers to find out the best ways - and places - in your store to market our lottery products. The purpose of the survey is to determine where lottery point of sale items are currently displayed, where they could be displayed, what other means of in-store advertising is available (including electronic) and what new ideas could be implemented. Lottery sales reps began the survey with retailers in Aberdeen, Fort Pierre, Hot Springs, Huron, Pierre, Rapid City, and Sioux Falls. The survey is divided into two sections: what’s currently being used and what possibilities exist for future use. Among the areas covered in what’s currently being used are the number of purchase points at each retailer, the type of ticket dispensers used, if a jackpot sign is displayed, is POS displayed on doors and windows, and does the store have a winner wall. As to what marketing possibilities exist for future use, sales reps are looking at indoor wall and window use, menu boards, indoor video monitors, outdoor pump video monitors, pump toppers, outdoor marquees (digital and manual), and outdoor poles, walls and bollards.

When the survey is completed, the Lottery will have a better idea of how to target our marketing message at retailer locations and provide you with the best tools and materials we can to increase sales at your store. Thanks for your insight and participation!

**New Game spotlight**

We're Making SUMMER SIZZLE WINNERS All Summer Long

The $30,000 grand prize drawing in the Play It Again Summer Sizzle Second Chance promotion isn’t until Aug. 26, but our players don’t have to wait that long to be Summer Sizzle winners. Mini drawings are being held monthly in which five entrants are randomly drawn to each win their choice of $100 in scratch tickets or a $100 gift card from a participating retailer.

Upcoming drawings are scheduled for May 20, June 24, July 22 and Aug. 19. A terminal message will be sent to all retailers a day or two prior to the drawing as a reminder. Winners will be contacted by email and must confirm receipt of that email to claim their prize. Winners’ names will be posted on Facebook, Twitter and the Lottery website (http://lottery.sd.gov/). Mini drawing winners are still eligible for the grand prize drawing on Aug. 26.

Thanks to the more than 200 retailers who’ve signed on to provide gift cards for the promotion. If you’re not currently a participating retailer but would like to be, contact your Lottery sales rep.

**SUMMER SIZZLE**

**Bingo!**

- **$20 ticket MORE MONEY**
  - $50,000 top prize

- **$3 ticket WILD WEST SLINGO**
  - $30,000 top prize

- **$5 ticket 7's**
  - $57,777 top prize

- **$3 ticket HERE BINGO!**
  - $30,000 top prize

**Nearly Full**

Congratulations to last month’s winner of a Lottery t-shirt: Robbie Willhite of Westside Safeway in Rapid City.

The following won assorted Lottery promotional items: Sharon Connot, Pioneer Country Mart-Murdo; Kim Erickson, Airport Travel Center-Aberdeen; Dana Badure, Discount Fuel-Kadoka; Mike Vun Cannon, Lynn’s Dakotamart-Custer; Cindy Crook, Bi-Rite Liquors-Redfield; Cindy Currie, Sunshine Foods-Madison; Cara Unruh, Cowboy Country Store-Pierre; Lorri Olson, 212-79 Service Center-Newell; Roxane Norgaard, The Main Stop-DeSmet; Jakob Larson, Captain Norm’s-Yankton; Kayla Kirchmeier, Mike’s Jack & Jill-Webster.

**It pays to Display**

BIG D #17 in Rapid City uses a wall of winners and POS to promote Lottery products.

CASEY’S GENERAL STORE in Aberdeen placed game cards and voids inside their dispenser, making tickets easy to see and dispensers looking full and neat.
Q: How do I activate a pack of scratch tickets without the pack activity card?

A: On the left hand side of your terminal there’s an instant function icon. Touch the icon and a list of instant functions will appear. Select “Activate Pack” and scan the large barcode on the back of the ticket. This will print an activate pack ticket.

1. Is the barcode scanned to activate the scratch ticket pack before the pack is opened?

2. What is the top prize on the More Than $500 Scratch ticket promotion?

3. True or False: The M Station is in Mina, SD.

4. Name one of the two businesses featured in the “Success Stories” article.

5. How much does a Wild West Slingo ticket cost?

6. What retailer received a bonus check for $2,150?

NAME ______________________ PHONE _______________________ SALES REP’S NAME ______________________
STORE NAME ______________________ ADDRESS _______________________ CITY _______________
1. ______________________ 3. ______________________ 5. ______________________
2. ______________________ 4. ______________________ 6. ______________________