



**LOUISIANA
LOTTERY**
CORPORATION

OFFICIAL RETAILER

Ticket purchasers must be at
least 21 years of age.

We Open Doors.

Boost your bottom line with a life-changing, exciting product line by attracting customers who spend more and visit more.



Welcome to the Louisiana Lottery.



Nationwide, Lottery ticket sales account for 9 percent* of total convenience store sales. That's a sizeable category that can work to grow overall store sales, expand your customer base and create a reason to keep customers coming back.

**2017 Management Science Associates Convenience Store Industry Study*

Find out how...



LOTTERY RETAILER

ADVANTAGES



Larger Basket Size.

Lottery players spend about 65 percent more per visit than nonplayers (\$10.35 vs. \$6.29)! That's because, 95 percent of them purchase at least one other item with their tickets.*



Increased In-Store Visits.

Lottery ticket purchases are among the top three reasons pay-at-the-pump customers come inside the store.**



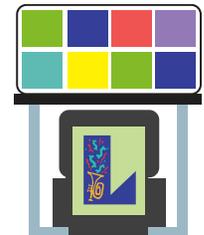
Return Visits.

Winning ticket redemptions provide customers with a tangible incentive to return to your store while putting cash directly into their hands -- cash that can be converted to additional store sales.



Frenzy of Fun.

Create more word-of-mouth advertising and social buzz for your store from Lottery jackpots and selling big winning tickets.



Small Footprint. Low Investment.

The average space required to sell Lottery products is a mere 4 square feet. Also, equipment and support are provided at no additional cost, making it easy and inexpensive to get started.

Retailer Income Opportunities



Commission.

Retailers earn 5 percent commission on every ticket sold.

In addition to growing overall store revenue, Lottery ticket sales directly contribute to retailers' income through:

Cashing Incentives.

Retailers are encouraged to cash customers' winning tickets of up to \$600 for the largest incentive. Cashing winning tickets to the maximum allowed encourages repeat customer visits and incremental spending, while earning retailers up to a 2 percent incentive paid quarterly.

Up To **2%**

Incentive Earned for Prize Amount Paid



How it works:

CASH	INCENTIVE
(6 x \$100 tickets) = \$600 x 1% ea	= \$6
(1 x \$600 tickets) = \$600 x 2%	= \$12

Retailers also get to share in their customers' good fortune by receiving a bonus for selling jackpot-winning tickets. Bonuses typically equal 1 percent of the prize, with the exception of Powerball and Mega Millions jackpots, as follows:



We Invest in Your Success

Dedicated Account Service.

Retailers are assigned a Lottery Sales Representative who will make periodic store visits to discuss sales performance and opportunities. Our toll-free Retailer Hotline is staffed to answer all of your questions, from security to accounting, and retailers also have 24/7 online access to sales and inventory reports.

Start-Up Training & On-Going Education.

Staff are provided classroom and hands-on training in the sale, cashing and accounting of Lottery products in your store. In addition, retailers receive the bimonthly newsletter, *Exchange*, to stay on top of sales strategies and new product launches.

Flexible Billing Options.

Billing options meet your cash flow requirements. Plus, you never pay for tickets that don't sell.

QUALITY

SERVICE

EXPERT

TRAINING

INVENTORY MANAGEMENT

Inventory Management.

Using individual store sales and regional data trends, the Lottery automatically determines the games, price-points and quantities of scratch-off games that will sell best in your store for optimal sales and streamlined ordering.

STATE-OF-THE-ART

State-of-the-Art Equipment & Maintenance.

Touch screen terminals, ticket paper and on-going maintenance are provided. You pay only a \$20 weekly communications fee.

Point-of-Sale Materials.

Depending upon your store type, layout and location, various point-of-sale pieces and equipment will be provided to help you establish branding as an official retailer as well as advertise the availability of games both inside and outside of your store.

PROMOTION

Promotion and Publicity.

Our winner awareness programs, advertising campaigns, in-store promotions and social media platforms enhance your sales efforts with product promotion on the statewide and individual store levels.

SALES



The Journey to Becoming a Retailer

Ready to join the **3,000** businesses already reaping the rewards of offering Lottery products? You could be up and running in as little as 4-6 weeks!



1. GOOD STANDING?

Obtain letters of clearance/good standing from the Department of Revenue and the Louisiana Workforce Commission. Make sure you are also in good standing with the Secretary of State.

2. REVIEW YOUR RESPONSIBILITIES.

While you're waiting on us, review the Retailer Regulations, Louisiana Lottery Corporation Law and Code of Governmental Ethics at louisianalottery.com/retailers.

3. SUBMIT THE APP!

Complete the Retailer Application Package. Remit with the clearance/good standing letters and a one-time \$35 licensing fee.

4. APPLICATION REVIEW.

We'll perform a security background/credit check, as well as a marketing evaluation.

5. INSPECTION TIME.

We will schedule an ADA inspection of your business.

6. APPROVAL!

Provided all requirements are met, your application is approved.

7. SCHEDULE TRAINING.

Hands-on classroom training is provided for your staff.

8. EQUIPMENT INSTALLATION & PRODUCT DELIVERY.

9. START SELLING!

10. POST YOUR OFFICIAL LOTTERY LICENSE.



What Other Business Owners Are Saying



Suresh Sadhwani

Owner, Unique General Store,
New Orleans

Having the Lottery helps out with sales of other products and brings in more customers. It's like free advertising! When you put out the Lottery sign, it draws customers in, and they pick up other items when they're here. At the end of the day, it helps out my overall bottom line and brings more revenue to our store.



Duc Nguyen

Owner, Food N' Geaux,
Baton Rouge

Lottery customers are very loyal; we have repeat customers we see on a daily basis. More than 90 percent of them purchase other items with their tickets, mostly our food. And when they win, it brings them back. The fact that a portion of Lottery sales goes to education also makes it rewarding to us.



Emon Saiful

Owner, Kajeunes Food Mart,
Opelousas

The Lottery is like the soul to my business because it not only brings in new customers, it allows us to build a relationship with them, too. I enjoy listening to their stories because Lottery products can make a difference in their lives. One of my regular customers won \$500 playing his favorite number at my store, and that really built up that customer relationship.



Julie Cole

Owner, The U-Pak,
Ferriday

The Lottery is a tremendous asset to our business. There's nothing in our store like it. The Lottery brings people in every day, dedicated customers who don't want to miss a day playing their numbers. We're ready for them when they come in the door. It's part of their daily routine, and they pick up everything else they need while they are here.



Mark Jones

Owner, J-Mart Auto Parts,
Shreveport

We've really gotten to know our customers through the Lottery. The Lottery builds community. Regulars come in and they know each other. It's not just a product; it's recreation! We are really lottery-friendly here; our cashiers know all the games. We've become "the place to play," so I also end up getting all the other inside sales. We cash every winning ticket we possibly can. That increases sales too, because customers have cash in hand and because it gives them another reason to return. The Lottery is integral to my business.



Lane LaBorde

Owner, Thomas Road U-Pak-It,
West Monroe

The Lottery is a major part of our business. It's a consistent day-to-day part of our operations. We have people that exclusively come in to get tickets and those who use their change to buy a ticket. Lottery games help us build rapport with customers, especially our regular ones. It's fun to interact with them about the Lottery.



Fun Facts

About Louisiana Lottery Retailers

 **\$570 MILLION**

Louisiana retailers have earned more than \$570 million from the sale of Lottery tickets!

 **\$3.7 BILLION**

Louisiana retailers have helped generate more than \$3.7 billion for K-12 public education in Louisiana, since 35 percent of every ticket sold is legislatively earmarked for this good cause.



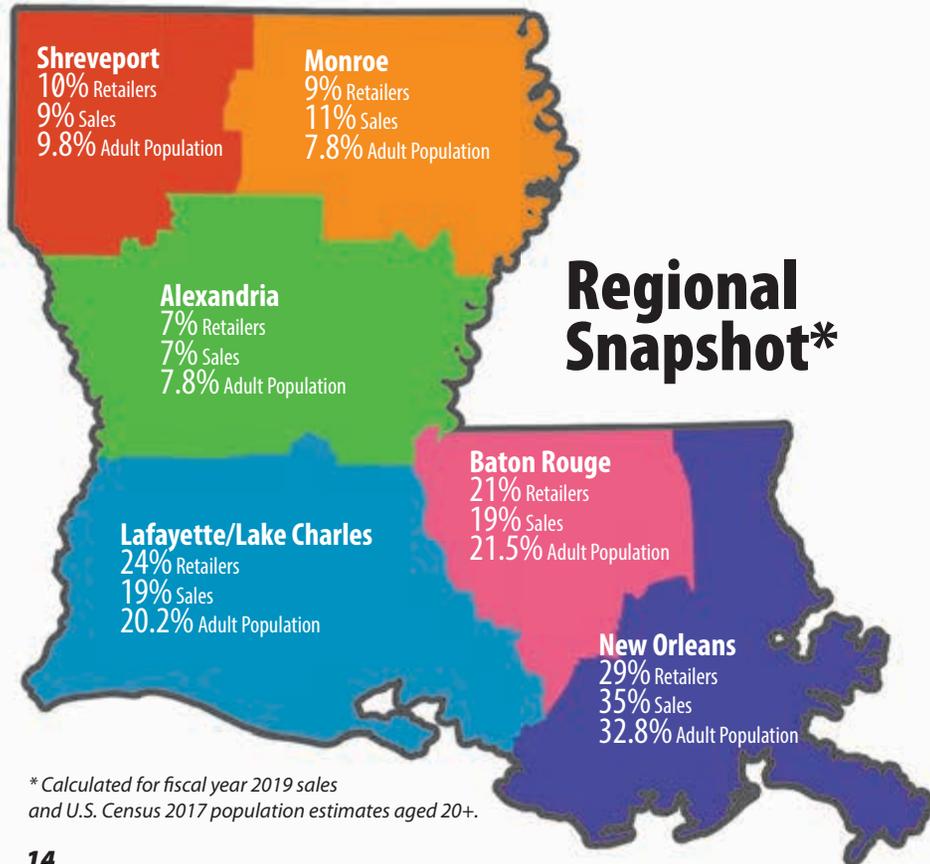
Louisiana POWERBALL Jackpot Winners

Louisiana retailers have sold **17** winning Powerball jackpot tickets and created more than 80 additional Powerball millionaires!



LOUISIANA RETAILERS

CASH MORE THAN **66,000** WINNING TICKETS EVERY DAY,
PAYING OUT ABOUT **\$198 MILLION** EACH YEAR!



LET'S CONNECT

You don't have to wait to receive your official license to connect to be a part of the Lottery excitement. Connect with us now for the latest news, promotions and games launches:



Club Lotteaux.

Join our players club to receive email, including winning numbers for your favorite games, special promotions and more. Visit louisianalottery.com to join. It's FREE!



YouTube.

Subscribe to our YouTube channel for videos of winners, how-to-play instructions and topic-based training for retailers.



Facebook.

Like us for fun promotions, conversations, winner stories, news about unclaimed prizes, game launches and other insider facts.



Twitter. @LALottery

Follow us for nightly winning numbers, promotions, player news and more.



Instagram. @lalottery

Check out our posts for pics of what's happening around the Lottery.

LOTTERY OFFICES

Corporate Headquarters

555 Laurel Street | Baton Rouge, LA 70801
(225) 297-2000

New Orleans

Clearview Palms Shopping Center
2222 Clearview Parkway, Suite B-3 | Metairie, LA 70001
(504) 889-0031

Baton Rouge

555 Laurel Street | Baton Rouge, LA 70801
(225) 297-2290

Lafayette

Centerpiece Shopping Center
5520-L Johnston Street | Lafayette, LA 70503
(337) 262-5413

Alexandria

Emerald Square Shopping Center
1325 MacArthur Drive | Alexandria, LA 71301
(318) 487-5005

Monroe

1128 Pecanland Mall Drive | Monroe, LA 71203
(318) 362-5460

Shreveport

Old River Marketplace
767 Shreveport Barksdale Highway | Shreveport, LA 71105
(318) 869-6550

For winning numbers and jackpot information
call: (225) 297-2350.

louisianalottery.com/retailers

