Retailer Guide

LOUISIANA LOTTERY CORPORATION

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Welcome to the Louisiana Lottery

About Us

Lotteries date back to the Roman Empire and have a long history of raising funds for public causes. The Louisiana Lottery Corporation began in 1991 after the 1990 state Legislature proposed a state lottery (ACT 1045) as a way to generate revenue without increasing taxes. Due to the Lottery's unique operations, the Legislature recognized a corporate structure would suit it best.

- Voters also liked the idea and passed a constitutional amendment in 1990 creating the Louisiana Lottery by a 7 to 3 margin.

- In 2003, voters passed another constitutional amendment to dedicate Lottery proceeds to the Minimum Foundation Program that funds K-12 public education in Louisiana.

Oversight

Public trust is paramount to the Lottery's success. To ensure the highest level of accountability, many individuals and entities share varying degrees of oversight over the corporation, including its budget, drawings and administrative rules.

The Lottery's president manages daily operations and strategic decision-making for the corporation under the supervision of a nine-member governing board of directors who serve staggered four-year terms. Members are appointed by the Governor from each congressional district, as well as a nominee of the Louisiana Oil Marketers and Convenience Store Association and an at-large member. The state treasurer serves as an ex-officio board member.

The Joint Legislative Committee on the Budget approves the Lottery's annual budget. The Senate Judiciary B Committee and House Committee on Administration of Criminal Justice oversee administrative law. The Legislative Auditor witnesses drawings and conducts an annual fiscal audit of the Lottery.

Our Mission

To generate maximum revenue for the State of Louisiana while upholding the highest standards of integrity and public trust.

Since its inception, the Lottery has consistently surpassed the state's expectations, transferring more than $4.7 billion or roughly 35% of sales. Proceeds are earmarked for the Minimum Foundation Program that funds K-12 public education in Louisiana.

Lottery games account for only 6.9% of total state gaming spending, but Lottery transfers represent 20.9% of total gaming industry proceeds transferred to the state.*

The corporation also continues to receive an unqualified opinion from the Legislative Auditor, as well as the Government Finance Officers Association's Excellence in Financial Reporting designation. In addition, the Lottery was the first in North America to receive verification that its quality assurance processes meet industry standards.

We understand that our ability to raise money for the good of our state and fellow citizens is indelibly dependent upon our maintaining the trust of those who enjoy our games through product and operational integrity, as well as telling our story.

State Gaming Revenue Sources & Uses Report, 2022

Our Vision

We are a dynamic, dedicated team of innovative professionals using cutting-edge technology to produce fun and engaging products for our customers.

More than 40% of Louisiana adults have purchased a Lottery ticket in the last year. Operating within a highly regulated environment, the Lottery embraces the challenge of developing a product portfolio and distribution methods geared to a vast player base whose lifestyles and entertainment options are often driven by technology trends.

The Lottery adheres to advertising standards to promote its products in a responsible manner, as an inexpensive form of entertainment. This focus on providing value-added fun and excitement for players inspires the Lottery's brand and guides its sales and marketing initiatives.

From accounting professionals to graphic designers, Lottery employees are a committed group who believe in what they do.

Where the Money Goes

In fiscal year 2023, Lottery ticket sales were $652 million, or $2.71 per capita.

$373.1 Million to Prize Winners

More than half of Lottery sales are reserved for prize expenses. Prizes not claimed are returned to winners in the form of increased payouts on scratch-off tickets.

$212.1 Million to State Treasury

The Lottery statute mandates that at least 25% of all Lottery revenue be transferred to the state treasury. Effective July 1, 2004, the Louisiana constitution provides that Lottery proceeds be earmarked for the Minimum Foundation Program (MFP), which funds K-12 public education in Louisiana. In addition, the first $500,000 in annual Lottery proceeds is earmarked for the Louisiana Department of Health and Hospitals-Office of Behavioral Health to fund problem gambling programs. In fiscal year 2023, the Lottery transferred more than $212 million to the state treasury, bringing cumulative contributions to more than $4.5 billion.

$36.6 Million to Lottery Retailers

Roughly 2,700 businesses in Louisiana earn 5% commission on the sale of Lottery products as licensed retailers. In addition to revenue from commissions, retailers earn an incentive of up to 2% for cashing winning tickets of $600 or less. Retailers are also paid a selling bonus of up to 1% on the sale of certain winning tickets. This retailer compensation package is in line with those offered by other state lotteries. Retailer commissions, incentives and bonuses reached $36.6 million in fiscal year 2023, amounting to nearly $708.4 million since the Lottery's inception.

$31.5 Million to Lottery Operations

The Lottery retains approximately 5% of its revenue to fund statewide operations, including technology for generating tickets and conducting drawings, ticket printing, advertising, promotions and staffing. The Lottery employs both full-time and part-time employees in its downtown Baton Rouge headquarters, distribution center, as well as regional offices in New Orleans, Lafayette, Alexandria, Shreveport and Monroe. Regional staff process and pay winning tickets and support Lottery retailers, including training, monitoring product inventory and point-of-sale opportunities, assisting with in-store promotions, resolving problems, explaining new games and changes and ensuring compliance with Lottery rules. Operational management functions, including sales, accounting, auditing, marketing and public relations, human resources, security and information systems, are conducted from the Lottery's corporate headquarters. The Lottery's distribution center oversees inventory management and instant scratch-off ticket order fulfillment.

Contact Information

RETAILER HOTLINE   1-800-235-2946

Use this line for questions concerning scratch-off orders and activations; billing or invoices; retailer licensing; or to report theft or other security concerns.

INTRALOT HOTLINE   1-877-896-9030

Use this line to report technical issues with your Lottery terminal and equipment or to order supplies, such as playslips and terminal game ticket paper.

REGIONAL SALES OFFICES

Offices are open Monday through Friday, 8 a.m. to 5 p.m., subject to holidays.

Louisiana Lottery Corporation Headquarters/   (225) 297-2000
Baton Rouge Regional Office
555 Laurel St.   [View Map](#)
Baton Rouge, LA 70801

New Orleans Regional Office   (504) 889-0031
Clearview Palms Shopping Center
2222 Clearview Parkway, Suite B-3   [View Map](#)
Metairie, LA 70001

Lafayette Regional Office   (337) 262-5413
Centerpiece Shopping Center
5520-L Johnston Street   [View Map](#)
Lafayette, LA 70503

Alexandria Regional Office   (318) 487-5005
Emerald Square Shopping Center
1325 MacArthur Drive   [View Map](#)
Alexandria, LA 71301

Monroe Regional Office   (318) 362-5460
1128 Pecanland Mall Drive
Monroe, LA 71203   [View Map](#)

Shreveport Regional Office   (318) 869-6550
Old River Marketplace Shopping Center
767 Shreveport-Barksdale Highway   [View Map](#)
Shreveport, LA 71105

www.louisianalottery.com/retailers

Louisiana Lottery Sales Regions

Region 6 - Shreveport

Region 5 - Monroe

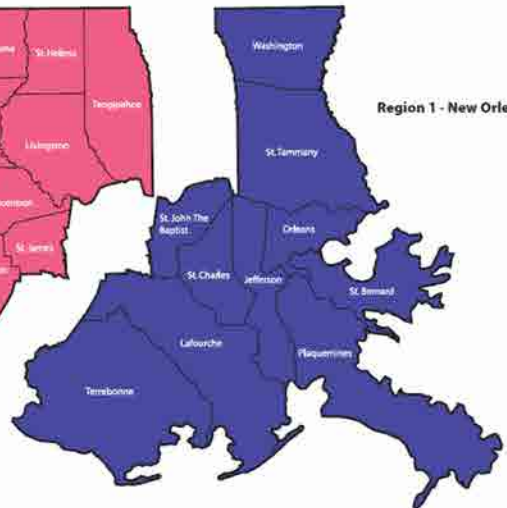Region 4 - Alexandria

Region 2 - Baton Rouge

Region 1 - New Orleans

Region 3 - Lafayette

You, the Retailer

We are delighted that you have been selected as a retailer for the Louisiana Lottery. Through our partnership with you and other businesses like yours, we provide a retailer network that guarantees a broad availability of tickets so that everyone in Louisiana can play our games.

As a retailer, you are the link between the Louisiana Lottery and the customer. Retailers are the most important members of this Lottery network because most of the customer's direct contact with the Lottery will be through you and your staff.

What are your responsibilities in this partnership?

- Maintain current knowledge of Lottery products.
- Attend retailer training sessions.
- Promote the sale of Lottery products.
- Display current point-of-sale materials and signage provided by the Lottery.
- Stock Play Centers with adequate supplies of playslips and player information brochures.
- Cash all winning tickets of at least $50 up to a maximum $600.
- Destroy all validated tickets.
- Provide customer service, sales and ticket cashing to Lottery players during regular business hours.
- Operate and maintain terminals and equipment.
- Maintain ADA compliance of your business location.
- Ensure minimum age requirements for the purchasing and cashing of tickets are met.
- **Provide advance notice to the Lottery of ownership changes.**
- **Provide advance notice to the Lottery of banking changes and ensure sufficient funds.**
- **Comply with all Louisiana Lottery Corporation laws, policies, rules and regulations.**

What does the Louisiana Lottery Corporation provide for this partnership?

- An exciting and fun product in high demand that brings an increase in store traffic with a greater opportunity for you to sell other merchandise in addition to Lottery tickets.
- Extensive statewide advertising generating interest in Lottery tickets, to encourage customers to seek out your retail location to make their purchases.
- Colorful, festive point-of-sale materials to promote ticket sales at your retail location.
- State-of-the-art equipment to validate tickets and track ticket activity.
- A player mobile application to streamline ticket purchases at retail.
- A 5% commission on all tickets sold at your location.
- Up to a 2% cashing bonus for validating and paying prizes for winning tickets.
- A 1% selling bonus for selling a winning ticket for specific prizes on draw-style games.
- On-going training opportunities for all your staff, especially new employees.
- Dedicated customer service support staff to assist you with all your ticket concerns.
- Store publicity including in-store promotions, social media, public relations and digital communications promoting winners from your store.

Terms and Conditions for Retailers

Before being approved as a Louisiana Lottery Retailer, you received and signed a Retailer Application that outlines the contractual Terms and Conditions for being a retailer. A complete copy of these Terms and Conditions is included in this Retailer Guide.

Retailer License

Only authorized Lottery retailers physically located in Louisiana can sell Louisiana Lottery tickets. A Retailer License is valid only at the location named on the license certificate. This certificate must be conspicuously displayed inside the licensed location. In the event a retailer location undergoes a change of ownership, the license is not transferrable. Contact your Lottery Regional Office promptly to report any changes.

Retailers are provided with a door decal to confirm to customers that that are an authorized outlet.

In compliance with retailer regulations, the Lottery conducts an annual retailer license renewal. As part of the process, retailers are evaluated by the Department of Revenue, the Louisiana Workforce Commission and the Secretary of State to ensure they are current in all filings and payments of all taxes owed to the state, as required by law.

If you are unsure of your tax payment status or need to resolve any delinquencies, you should contact the following agencies:

Department of Revenue	855-307-3893
Louisiana Workforce Commission	225-326-6999
Secretary of State	225-925-4704

If your business is delinquent in any payments or filings, you MUST rectify the situation. Then obtain and forward a "Clearance Letter" from the agency to your local Lottery Regional Office, or fax it directly to the Lottery's Licensing Department at 225-297-2124.

Retailer Costs

Applying for a retailer license involves a one-time $35 fee. There is no charge for yearly renewals. Retailers must also maintain an electronic funds transfer (EFT) bank account. Equipment use and training are provided free of charge. This includes ticket dispensers, ticket-printing terminal and peripherals, supplies, customer Play Center, shipping charges and sales materials. Retailers are, however, assessed a weekly $20 fee to cover communication costs. Since the sale of Lottery tickets is considered a government service, retailers are also required to be compliant with the Americans with Disabilities Act. Any costs for store modifications necessary for compliance are the responsibility of the retailer.

Restrictions on Ticket Sales

Louisiana Lottery tickets may only be sold by authorized retailers at physical outlets within the state of Louisiana. Louisiana law prohibits the sale of Lottery tickets by computer or over the internet. There are also federal regulations restricting Lottery ticket sales by mail and over the phone. It is also against regulations to transport Lottery tickets across state lines for resale.

Lottery products must be sold only for their face value. Retailers are prohibited from charging players a fee to cash tickets or requiring customers to purchase additional store merchandise as a condition to purchase Lottery products.

Retailers may accept credit and debit cards as forms of payment for Lottery tickets, although they are not required to do so. Lottery tickets, however, may not be purchased on store credit.

The use of cash assistance program benefits (EBT) for the purchase of Lottery tickets is also prohibited by both federal and state law.

Pick 3, Pick 4 and Pick 5 games have liability limits. Once these limits have been reached on a particular number combination for a particular drawing, sales for it will cease. This occurs with popular sets of numbers or dates, such as 911 or 0000. The terminal will notify retailers attempting to generate a wager once a liability limit has been released.

Retailers are also required to ensure ticket purchasers meet the minimum age requirement of 21.

Time of Sales

Tickets sales may occur 24 hours a day, 7 days a week subject to each game's draw break and any terminal maintenance. For the multistate games, Powerball and Mega Millions, the draw breaks occur from 9 p.m. - 10 p.m. on the day of the drawing. For all other Louisiana based draw-style games, the draw break begins at 9:30 p.m. on the date of the drawing and lasts only a few minutes. Scratch-off and Fast Play sales may occur at any time during your store's business hours.

Per Lottery rules, drawings do not occur on Christmas Day nor Easter Sunday for Louisiana-based games; however, ticket sales for other drawings are not interrupted on these days.

Your Lottery Equipment

Terminal and Peripherals

The terminals used to generate and cash tickets in retailer locations are part of a closed communications network with satellite in most locations, provided by the Lottery vendor, Intralot. The gaming system cannot be accessed via the internet. This system is also separate from the Lottery drawing machine system.

Photon Terminal
21" h x 15" w x 13" d

The Photon is the latest evolution in lottery terminals, based on a radical and aesthetically pleasing design within a small footprint. Unique ICON imaging technology uses an integrated camera for accurate reading of paper playslips placed on a scanner tray. The easy-to-use touch screen is adjustable to a 50-degree angle.

Use only fingertips to operate, never a pen or sharp object. Clean the screen with a soft, damp cloth, never with chemicals and be sure to sign off first.

Touch Screen

Adjustable screen

Camera Scanner

On and Off Switch Back of terminal

Scanner Tray
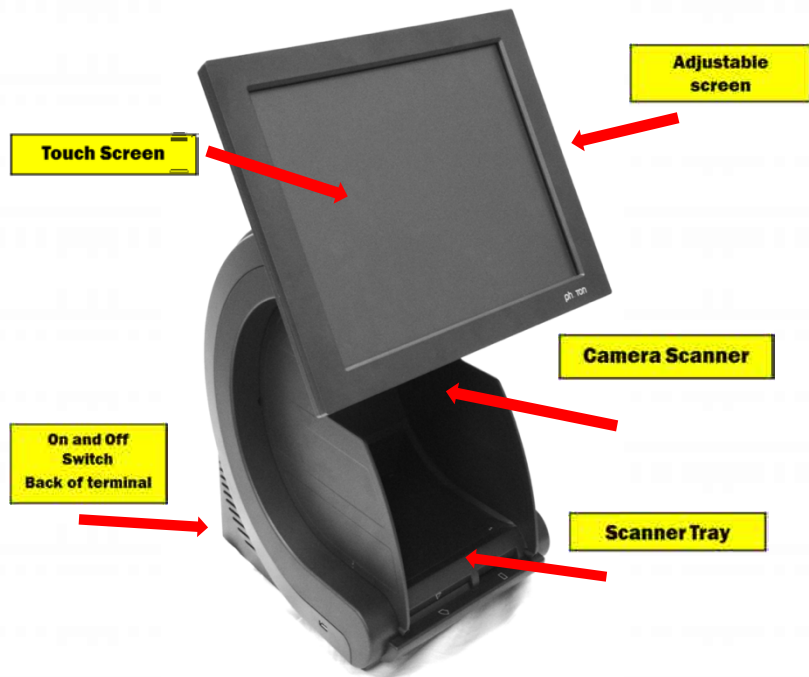
Barcode Reader

The barcode reader can be used as mounted or handheld. Point the red-light scanner at ticket barcode for simple validation/cashing of Lottery tickets. The reader is also used for other terminal functionality such as creating ticket replays, confirming scratch-off orders and activating packs of scratch-offs. When accepting a digital playslip via the Lottery's mobile app, the barcode reader is used to scan the QR code on the player's mobile device.

Thermal Printer
10"h x 6"w x 12"d

The ticket printer needs no ribbon or ink. It uses thermal paper which is heat and fade resistant. The printer is used to create draw-style game tickets, reports and receipts. Instructions for changing paper can be found in your Terminal Quick Reference.

Player Advertising Display (PAD)

16" h x 14.5" w x 9" d

This digital monitor is used to broadcast colorful, animated messages to players regarding games, jackpot amounts, promotions and winners. New spots are added 1-2 times a month. Keep your PAD customer-facing near the terminal at the point of sale.

Customer Display Unit (CDU)

This security device displays messages to the customer concerning the amount of purchase and value of tickets scanned for validation/cashing.

Scratch-Off Dispenser Display

Dispenser display configurations contain rows of dispenser compartments that are four, five or six wide by up to four high, allowing retailers to dispense between four and 24 packs of scratch-off games at a time. The number of dispensers assigned to each retail location is dependent upon the number of games the Lottery predicts that store location can optimally sell to maximize movement of inventory, while also taking into consideration opportunities for sales growth.

Dispensers should be installed on the front counter at <u>eye-level</u> with the customer. To reduce the counter space/footprint required, most units are installed over the Lottery terminal as shown. The measurement for the over-the-terminal dispenser set-up is 35.5" high by 27" wide.

Louisiana Lottery Official Mobile App

The Louisiana Lottery's Official Mobile App gives your customers the power to play their way by creating and storing digital playslips, using fun new methods for selecting numbers and checking their own tickets using their mobile device.
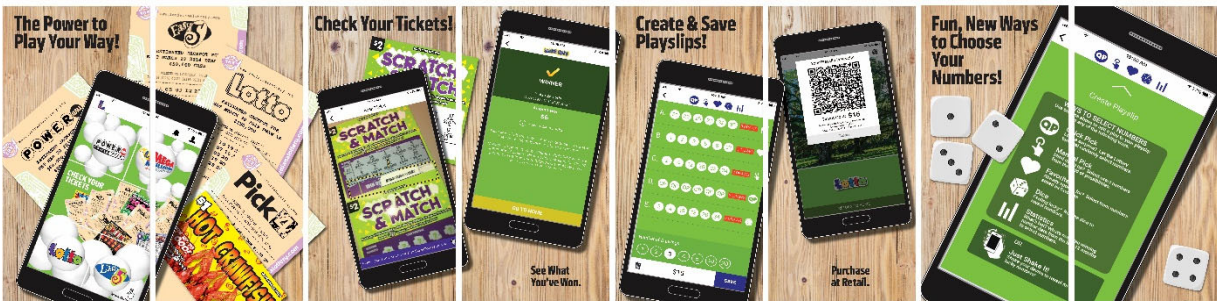
Retailer Benefits

- Saves time processing Lottery transactions
- Prevents pricing and payment errors
- Promotes trust between the retailer and player.
- Creates new sales opportunities by appealing to the emerging market and making purchasing tickets more convenient

Retailer Tips for Using the App

Digital Playslips. To generate a terminal-based ticket using a digital playslip on the app, you must scan a QR code on the player's device. Once the customer has pulled up the digital playslip on their device, remind them of the ticket price, which will also display. Have the player maintain possession of their own device while you scan it with your Lottery terminal hand-held scanner. The player's ticket will print immediately after a successful scan. If there is difficultly reading the code, suggest the customer increase the display brightness setting on their device.

Checking Tickets. When a customer has a collection of tickets that need checking, recommend they download the app for faster results. To check tickets using the app, players scan the bar code on the FRONT of the ticket of any Louisiana Lottery game with their device's camera. The app will let them know the status of their ticket, including whether it is a winner and the amount of the win. For privacy and transparency, please refrain from scanning a customer's ticket with your personal mobile device. Also, remind players that a valid, original printed Lottery ticket is still required to claim a prize.

A Guide to the Louisiana Lottery Official Mobile App is available on the Lottery's website.

ADA Compliance

As a public entity, the Louisiana Lottery Corporation must assure that its products, services and benefits are available and accessible to all eligible individuals. To that end, the Lottery is committed to assuring that individuals with disabilities have equal access and opportunity to participate in its programs.

We have been and continue to be proactive in achieving accessibility at all Lottery locations, including our headquarters, regional offices and retail locations.

In addition to educating and guiding our retailers to meet accessibility requirements at their locations, we formally inspect all retailer locations for ADA compliance once every three years. **It is your responsibility as a retailer to ensure that Lottery products at your locations(s) are accessible to all members of the public.**

Quick Check for Compliance

Here are basic guidelines to ensure ADA compliance:

1. Handicapped accessible parking should include an aisle large enough to accommodate a wheelchair or motorized mobility vehicle and a ramp to access any elevated walkways. The ramp should have an incline of no more than one inch per foot.

2. Permanent signage should feature the international symbol of accessibility with the phrase "Van Accessible" displayed at an adequate height so as not to be blocked by vehicles parked nearby.

3. Walkways to the store's front entrance should remain unobstructed by coolers or product display and should allow for at least three feet of clearance.

4. Front entrance door handles should easily allow for closed-fist operation.
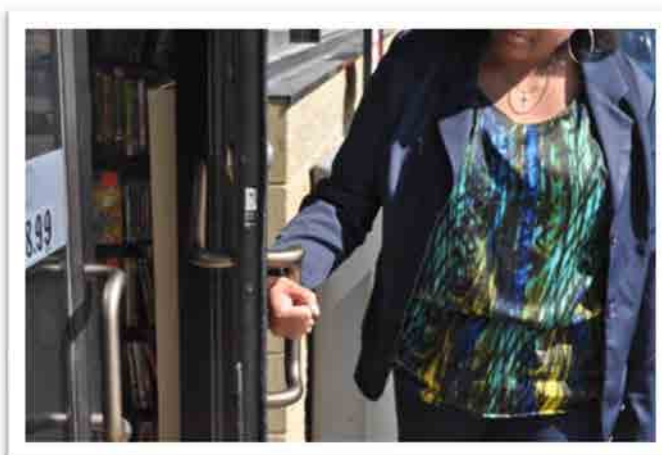
5. Counter height should be no more than 36 inches to accommodate those using wheelchairs and other mobility vehicles.

6. The front counter/point of purchase area should be large and uncluttered so that a person in a wheelchair can easily maneuver and turn around.

Minimum Age Requirements

Purchasing Tickets

According to Section 9070 of the Lottery statute, ticket purchasers must be at least 21 years of age. Individuals who sell tickets are required to obtain proof of age from a current valid driver's license, a state-issued ID card, a passport or military or federal ID containing both a photo and date of birth. The Lottery's retailer regulations hold retailers responsible for their employees' adherence to the law. Retailer contracts can be suspended, revoked or terminated for noncompliance. For this reason, some retailers choose to utilize point-of-sale technology which requires ID swiping for Lottery purchases.

Anyone who knowingly sells to a minor can be fined between $100 and $500 for the first offense and $200 to $1,000 for each subsequent offense. Underage purchasers can also be fined up to $100.

Individuals who are at least 21 years of age can give Lottery tickets to a person under 21 as a gift. It is not illegal for a minor to possess or play a gifted Lottery game.

Cashing Tickets

In the case of minors winning a prize on a Lottery game, the law requires the Lottery to direct payment to a member of the minor's family who is 21 years of age or older or to their legal guardian. As licensed agents, Lottery retailers should adhere to the same requirements when cashing tickets winning FREE-TICKET or cash prizes.

Selling Tickets

The Lottery's statute does not contain a minimum age requirement to sell Lottery tickets; retailers are governed by employment law in that regard.

Enforcement, Prevention & Education

Although the Lottery is not engaged in law enforcement, it is required to report all suspected violations of underage gambling to the District Attorney or Louisiana Attorney General's Office and local law enforcement. The Lottery's security department investigates any complaints of noncompliance.

The Lottery aggressively promotes the minimum age requirement by printing it on all tickets, news releases, sales material and signage, as well as reinforcing the message in retailer training and communication. In addition, the Lottery is a member of the Louisiana Responsible Vendor Program, which establishes mandatory training and certifies vendors on minimum age requirements for alcohol, tobacco and lottery sales. The program is administered by the state's Office of Alcohol and Tobacco Control.

Terminal-Based Game Tickets

The Louisiana Lottery offers two different types of games that generate directly from the Photon Terminal: Draw-style and Fast Play games.

Draw-Style Games

Draw-style games are those in which players must match numbers on their ticket to the numbers in a future drawing to win a prize. Players can select their own numbers or request a "quick pick," which means their numbers are randomly generated by the Lottery's gaming system. Single plays can run from 50-cents to $2, depending upon the game, and multiple plays can be added to each ticket. Players can also opt to play their selections for an advance drawings or multiple drawings (called multidraw). In addition, some draw-style games feature add-on options available for an additional charge. The Lottery offers seven draw-style games.

Powerball, Mega Millions, Lotto and Easy 5 are jackpot games, meaning that players can win a jackpot that keeps rolling until it is won. Drawings happen twice a week, except for Powerball which is three times a week. Powerball and Mega Millions are multistate games, meaning that they are available for sale in other jurisdictions and drawings also occur out of state. *For how-to-play information, prize charts and drawing information, consult the* [Jackpot Games Guide](#)*.*

Pick 3, Pick 4 and Pick 5 are daily numbers games, meaning that players match the digits (0-9) drawn to win a prize, that corresponds the wager amount and play type. Drawings occur daily. *For how-to-play information, prize charts and drawing information, consult the* [Daily Pick Games Guide](#)*.*

Fast Play Games

Fast Play games are a collection of instant-win games offered at the $1, $2, $3, $5 and $10 price points, and players ask for them by individual game name. There is no limit to how long a game may be left on sale and new games are periodically added. Players can find out immediately if and how much they have won by following the play instructions on the ticket and the accompanying prize legend; there are no drawings involved.

The Lottery also offers Fast Play games that feature a progressive jackpot as the game's top prize. A portion of sales from each progressive jackpot game combine to form a jackpot that grows until it is won. A minimum starting jackpot usually applies. If there are linked games, the portion of the jackpot prize that can be won is a function of the ticket's price point. *For how-to-play information, prize tiers and prizes won, consult the* [Fast Play landing page](#) *on the Lottery's website.*

Terminal game sales, when grouped together on Lottery reports, are referred to as ONLINE games.

Fast Play Game Positioning

Traditional

Price Point	Prize Payout	Top Prize Range	Average Overall Odds
$1	62.0%	$500-$1,000	4.8
$2	64.0%	$2,000 -$10,000	4.6
$3	64.0%	$5,000-$10,000	4.0
$5	69.0%	$25,000	4.0
$10	70.0%	$50,000	3.5

Progressive Jackpot Linked Games

Price Point	Prize Payout	Top Prize	Average Overall Odds
$2	70.0%	20% of Advertised Jackpot	4.0
$5	70.0%	50% of Advertised Jackpot	3.5
$10	70.0%	100% of Advertised Jackpot	3.5

Ticket Stock

Tickets for draw-style and Fast Play games are produced on your Lottery terminal at the time of the customer's request (**NOT IN ADVANCE**) and must be printed on paper authorized by the Lottery. For security and authentication purposes, each roll of ticket stock is assigned to a specific retail location.

ROLLS OF TICKET STOCK MUST NOT BE SHARED WITH ANY OTHER RETAIL LOCATION, EVEN AMONG CHAIN STORES OWNED BY ONE PARENT COMPANY.

Because ticket stock reacts to heat, it should be kept in a relatively cool, dry place. Players are instructed not to iron tickets nor store in hot places for prolonged periods of time.

Ticket stock is routinely delivered by Intralot personnel during their scheduled equipment service visits. However, it is a good idea to check your supplies to ensure adequate paper stock during a busy sales period when jackpots are on the rise.

Anatomy of a Terminal Game Ticket

At the top of each draw-style game ticket, you will find key information, including the game logo, the estimated jackpot for jackpot games, the date and time the ticket was generated.

In the middle of the ticket, the numbers played for each board are displayed. The abbreviation QP indicates that the numbers were generated randomly by the Lottery's system as a quick pick instead of chosen by the player. For Pick 3, Pick 4 and Pick 5 tickets, the type of play and amount wagered for each play is also displayed. If the ticket includes an add-on option, that will be indicated as well.

The lower portion of the ticket will indicate the number of drawing(s) the ticket is valid for, the date or date range of those drawings, the cost of the ticket and the retailer number of the location where the ticket was sold. Finally, a validation barcode will print along with the corresponding validation number above it. This barcode is used for both cashing winning tickets and for replaying a previously played ticket.

Daily Game Ticket Example

Game

Date & Time Ticket Generated

Boards/Numbers Played
Type of Wager & Amount
Wagered per Play

Number of Drawings & Drawing Date

Total Ticket Cost

Selling Retailer Number

Validation Number

Validation Barcode

Jackpot Game Ticket Example:

Game

Estimated Jackpot for Next Drawing

Boards/Numbers Played
Quick Pick Numbers

Number of Drawings &
Drawing Date Range

Add-On Option Purchased

Total Ticket Cost

Selling
Retailer Number

Validation Number

Validation Barcode

www.louisianalottery.com

POWERBALL®

ESTIMATED JACKPOT FOR
SAT SEP 30 2017 DRAW IS
$80,000,000 ANNUITY
$50,600,000 CASH

PRINTED ON 9/28/2017 08:49:116
00314 57280 00115 34336 02035 46291 13295

A. 15 25 35 44 45   PB: 09 QP
B. 14 23 37 56 58   QP PB:18

POWER PLAY - YES

FOR 5 DRAWINGS
Sat Sep 30 2017 - Sat Oct 14 2017

$30.00

101001-000000 02 00000754* TR:00000927
858F62C3C477699BC8630DF512A6A2846B
13884 45171 05179 90050 90991 36134 50398

PILOT - VOID NOT FOR SALE

Fast Play Ticket Example

Fast Play Game Type &
Game Name/Price

Date & Time Ticket Generated

www.louisianalottery.com

FastPLAY

PRINTED ON 11/6/2021 15:25:11
00314 57280 00115 34336 02035 46291 13295

$2 **Louisiana JACKPOT**

CURRENT
ESTIMATED JACKPOT:
$10,000!

Estimated Progressive
Jackpot Prize & Ticket
Eligibility

$2 Louisiana Jackpot pays 20% of the jackpot.
$5 Louisiana Jackpot pays 50% of the jackpot.
$10 Louisiana Jackpot pays 100% of the jackpot.

Game Play Area & Instructions

HOW TO WIN
Match three (3) like symbols out of the five in any SPIN
across, win the corresponding prize shown on the
PRIZE LEGEND. Each SPIN is played separately.

Prize Legend

PRIZE LEGEND

×3 = JACKPOT
7 ×3 = $500   ×3 = $20
×3 = $250   ×3 = $10
×3 = $100   ×3 = $5
BAR ×3 = $50   ×3 = $2

TOTAL = $2.00

Ticket Cost

Selling
Retailer Number

01001-000000 02 00000754* TR:00000927
858F62C3C477699EC8630DF512A6A2846B
13884 45171 05179 90050 90991 36134 50398

Validation Number

Validation Barcode

louisianalottery.com

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Ways to Generate Terminal Game Tickets

1. Using the **Quick Pick Buttons** on your terminal is the fastest and easiest way to generate a quick-pick ticket when a customer requests a draw-style game. Use the terminal Fast Play menu to select and print tickets for available games.

2. Accepting the **Digital Playslips** via the Louisiana Lottery Official Mobile App is the fastest and easiest way to generate terminal-based tickets with player-selected options to avoid errors. Simply scan the QR code on the customer's mobile device using your terminal hand-held barcode scanner, as pictured at right, to generate the ticket. The app is available for free download in the App Store for iOS devices and Google Play for Android devices.

3. Alternatively, the customer can fill out a **Paper Playslips** for draw-style games to select their numbers and options using blue or black ink. Playslips, like the one pictured at left, are supplied by Intralot, the Lottery's vendor, and stocked in the holders of your Play Center. They are filled out by the player prior to approaching the point of sale. Set the playslip in your terminal scanner tray for the camera to scan and generate the draw-game ticket.

4. If the customer wants to play the same numbers, number of drawings and game options as on a previously played draw-style ticket, they can present the old ticket ask for a **Ticket Replay**. Use the Ticket Replay button and scan the barcode on the front of the ticket to generate the new ticket.

5. If none of these options is feasible, you may use the **Manual Entry** buttons to enter the players' numbers and game options directly on the terminal to generate a draw-style game ticket.

Product Bundling Options

The Lottery also offers three ways to get a sampling of quick-pick, draw-style game tickets in a single purchase using the one-touch buttons on the home screen of your terminal:

- **$9 Buck Bunch**: A single-play ticket for every jackpot game, including a $1 straight play for each of the daily numbers games.
- **Lotto Bunch:** A single-play Lotto ticket, plus a Powerball and Mega Millions ticket for $5.
- **Easy Bunch:** A single-play Easy 5 ticket, plus a Powerball and Mega Millions ticket for $5.

Consult the Terminal Quick Reference for instructions on these methods.

Preventing & Handling Tickets Printed in Error

Misunderstandings may occur between store personnel and the customer that could result in the production of a ticket the customer does not want. Following are ways to AVOID printing tickets refused by the customer:

1. Always verbally confirm the game, type of wager and total amount of purchase prior to generating the tickets. Digital playslips on the Louisiana Lottery Official Mobile App help with this effort by displaying the cost of the resulting ticket.

2. Collect payment from the customer in advance of pressing SEND to generate the ticket(s).

Your Lottery terminal has functionality called "Set Sell Confirmation" which will initiate a prompt before generating wagers costing more than a designated dollar value to help catch a costly mistake. *Consult your Terminal Quick Reference for instructions on setting the Sell Confirmation level.*

If a ticket has *already* been printed in error, here are steps to avoid financial liability:

First, if the ticket is a daily numbers game, it can be canceled. *See section below on Canceling Tickets.*

For tickets from all other draw-style games in which the drawing has not yet occurred:

1. Sell the ticket to another customer as soon as possible. Be sure to let the player know that the ticket was refused by a previous customer.
2. Ask your Sales Representative for promotion ideas to help sell the ticket, especially if it is a high-dollar value.
3. Play the ticket for yourself or your store. This is the only option if the ticket is a Fast Play ticket.

Requesting Credit

If you are unable to sell the ticket, you may request a credit using the Adjustment Request Form. Any ticket submitted to the Lottery must be attached to the form. **Important Note: Do not submit a ticket for an adjustment request until all of its drawings are complete.** If you have any questions, contact the Lottery's Accounts Receivable Department through the Retailer Hotline.

Canceling Tickets

Pick 3, Pick 4 and Pick 5 tickets may be canceled using your Lottery terminal provided the cancelation is performed on the same day of purchase by the selling retailer before the game's draw break. *Instructions for canceling tickets can be found in your Terminal Quick Reference.*

Do not give canceled tickets to your customers. Protect yourself against the possibility of fraud by tracking and destroying all canceled tickets.

Your terminal prints a cancellation receipt each time you cancel a ticket. Attach your canceled tickets to the cancellation receipt and secure it in a safe place. Compare the number of tickets and the dollar value of the tickets against the data on your Today Sales Summary report. When all canceled tickets are

accounted for, <u>destroy</u>, and not just discard these tickets to prevent the possibility of monetary loss to your store, such as:

Internal Theft A dishonest employee cancels a ticket that has been sold to your customer and pockets the cost of the ticket.

Account Debt Your customer attempts to cash what looks like a winning ticket. Since retailers cannot validate the ticket, the customer seeks help from the Lottery. Our investigation into the problem reveals that the ticket is canceled. Your Lottery account is debited to pay your customer the prize value of the ticket.

Misprinted Tickets

Misprinted tickets can occur when the paper in your printer is not loaded properly or when the printer head needs to be changed.

A ticket is misprinted if….

- The paper fails to feed freely through the printer so that the lines of ticket data/barcodes overlap and cannot be read.
- The paper fails to feed freely through the printer so that the paper is cut off before important information and/or the barcode is printed.
- The ticket data/barcode is missing or is too light to read easily. In these cases, the printer head may need to be replaced.

MISPRINTED TICKETS <u>SHOULD NOT BE SOLD</u> TO YOUR CUSTOMERS.

Account Adjustments for Misprinted Tickets

You may request credit to your account if you are charged for a misprinted ticket. An Adjustment Request Form should be completed and mailed to the Accounts Receivable Department, or you can give it to your Lottery Sales Representative.

Exchange Tickets

An Exchange ticket belongs to your customer. There is no charge for the Exchange ticket.

When a player cashes winnings on a draw-style game ticket that still has valid draws remaining to play, an Exchange ticket should automatically print after the validation receipt when you successfully validate the ticket. The new ticket will indicate that it is an Exchange ticket at the top and will reflect the balance of the drawings remaining that the ticket is valid for and the dates. *See sample at right.*

Since each Lottery ticket may be successfully validated only once, your customer will need this replacement ticket in order to collect any future prize.

If an Exchange ticket fails to print, first check to see if there are any draws left on the original ticket. If there are, check to see if you need a new roll of ticket paper or whether there is a paper jam.

If the customer is supposed to get an Exchange ticket but one did not print, please follow these steps:

1. Replace the paper or clear the paper jam if necessary.
2. Print an *Exchange ticket copy* using the REPRINT function, LAST TRANSACTION option. **This copy is not a complete or valid ticket – please do not give this to your customer.**
3. Print a new ticket for your customer. You may use the data from the original ticket or the data from the copy of the Exchange ticket to re-create the customers' number selections for the remaining number of draws.
4. Give your customer the new ticket at no charge. This new ticket is a replacement for the Exchange ticket that did not print. Since you are not collecting any money for the new ticket from your customer, **the Lottery will need to credit your account for the price of the ticket.**
5. Attach the Exchange ticket copy to an Adjustment Request Form, provide a written explanation of what occurred during the validation, and submit to the Accounts Receivable Department.

Instant Scratch-off Tickets

Overview

Scratch-offs or instant tickets require players to scratch off a latex surface from a colorful, preprinted ticket to find out immediately if they have won. The Lottery introduces approximately 70 scratch-off games each year with varying prices of $1, $2, $3, $5, $10 and $20. Ticket art, game design and prize structures are developed by Lottery staff. Tickets are printed by the Lottery's vendor, Scientific Games, under exacting quality control and security standards comparable to those in currency printing. The shelf-life of each game can run from 3 months to a year.

Scratch-off games also feature different types of play styles, including key-number-match, find-a-symbol, match-3, bingo and crossword. Tickets can also feature doubler or tripler symbols to multiply prizes or bonus play areas. Each game features multiple prize levels that range from a FREE TICKET (or a break-even prize with $20 games) to the game's announced top prize.

From time to time, the Lottery may conduct second-chance drawings where players can submit nonwinning tickets for a chance to win a prize in an announced drawing.

Price Point Positioning

The Lottery utilizes a price-point product positioning strategy. As the player moves up the price-point ladder from a $1 game to a $20 game, they can typically expect a higher top prize, a better prize payout percentage, better overall odds and/or more play value.

Price Point	Prize Payout	Top Prize Range	Average Overall Odds	Typical Play Styles	Chances to Win
$1	60.0%	$1,000 - $10,000	4.85	Match-3 with multiplier Key-number-match with auto-win, multiplier or win-all prizes features Tic-tac-toe Find/reveal a symbol	1 - 6
$2	63.0%	$10,000 - $20,000	4.5	Key-number-match with auto-win, multiplier or win-all-prizes features Find/reveal a symbol	10
$3	63.0%	$30,000	3.8	Bingo, Crossword, Extended Play Key number-match	1 - 4
$3	63.0%	$30,000	3.8	Key-number-match with auto-win, multiplier or win-all-prizes features Find/reveal a symbol	12
$5	67.5%	$100,000	3.8	Key-number-match with auto-win, multiplier or win-all-prizes features Find/reveal a symbol	15-20
$10	70.0%	$200,000	3.25	Key-number-match with auto-win, multiplier or win-all-prizes features Find/reveal a symbol	20-24
$20	74.0%	$500,000	2.60 – 3.25 (no FREE TICKET prizes)	Key-number match with auto-win, multipliers, bonus or win-all-prizes features; Find/reveal symbols	25-30

Anatomy of a Scratch-Off Ticket

Each ticket has a unique ticket number, a validation bar code and a validation number or VIRN (Void If Removed Number) as well as a UPC. These components are part of the terminal system designed to help you manage inventory and pay customers for winning tickets.

Ticket Back

Look on the back of the ticket above the ticket barcode for the hyphenated number that is unique to that instant scratch-off ticket. The number is divided as illustrated below.

1040-003627-119-(131)

Game-Pack-Ticket-Remaining

Game #   This four-digit number will be the same for each ticket within that pack and game.

Pack #   This six-digit number will be the same for every ticket within that pack.

Ticket #   This three-digit number begins with ticket number 000. The next ticket will be 001, the next 002, etc. The tickets within a pack are consecutively numbered.

Tickets Remaining   This three-digit number in parenthesis is the number of tickets remaining in the pack. It's useful for quickly checking remaining inventory, when packs are property loaded.
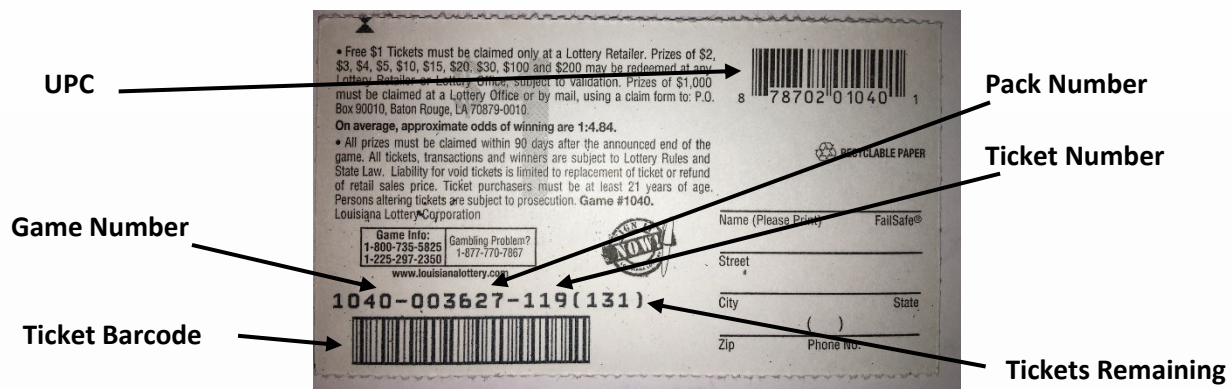
Why is the first ticket of the pack numbered 000? When tickets are sold in sequence, the number on the next ticket in the pack can tell you how many tickets have been sold from the pack since it was opened. For example, if the next ticket to dispense is number 042, then you have sold 42 tickets from the pack since it was opened. *See the Reconciliation section for complete instructions on calculating daily/shift scratch-off sales.*

Ticket Barcode

The ticket barcode is located below the ticket number and contains the same ticket data. This barcode can be scanned to confirm an order of scratch-offs or to activate a pack of tickets for sale. Depending upon the point-of-sale system used at your store, you may also utilize this barcode for inventory management.

UPC

The Universal Product Code is a barcode used by many retailers to systematically manage store inventory.

Ticket Front

The front of the ticket contains the ticket number, game instructions and the play area. Under the latex scratch area, there is additional information used by the system to check the ticket's winning value and validate the ticket for cashing.

Validation Number/VIRN

This number is located on the front of the ticket and is only visible once the latex cover on the play area of the ticket has been scratched off. This number is different for each ticket within a game. This number is used when validating a ticket for prize payment. If the validation barcode is scanned with the barcode reader, the ticket data will be read by the Lottery terminal automatically. If the barcode is damaged or unreadable, it will be necessary to manually enter the validation number/VIRN to validate the ticket.

FailSafe Validation Barcode

This barcode is also located underneath the latex scratch area. It can be scanned with the barcode readers to automatically determine the ticket's winning value and validate the ticket for prize payment.
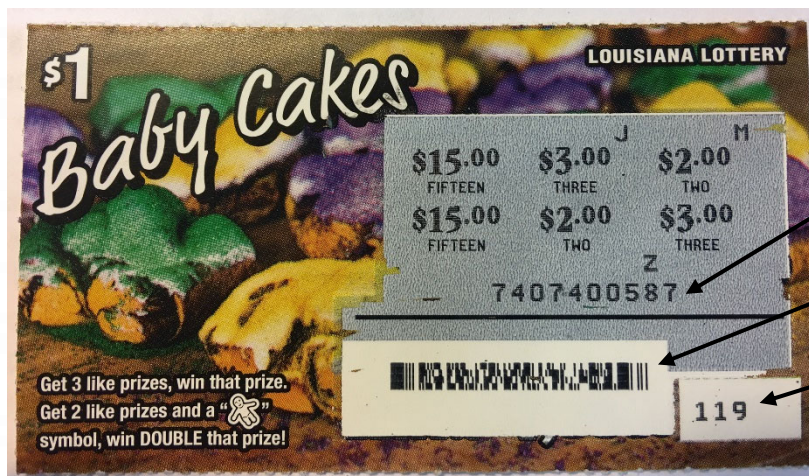
Validation Number/VIRN
for manual validations

Validation Barcode
scan with barcode reader

Ticket Number

Instant Scratch-off Orders

Instant scratch-off tickets come in shrink-wrapped packs shipped to retailers.

The Lottery utilizes a sophisticated algorithm to determine the quantity and types of games that will sell best at your retail location and ships these automatically to you.

Retailer accounts are reviewed by the Sales Support Team weekly and sometimes biweekly depending upon a retailer's sales and inventory level. Your Sales Representative will be able to provide the day your account is reviewed; however, you may receive an order on any day.

If you are aware of an upcoming event or promotion that may impact typical sales, more inventory can be ordered by calling your Sales Representative.

The Louisiana Lottery is the only official distributor of Lottery tickets. You cannot purchase tickets from any other source, including another retailer! The Lottery's central system tracks ticket inventory by assigning each game/pack number in your order to your specific Lottery Retailer number.

You can view a list of scratch-off orders and their status on the **Order Status** report available on your terminal. The status "Created" means the order has been placed. The status "In Process" means it is being filled. The status "Shipped" indicates the order has left the Lottery's warehouse and is in transit to your store. *A sample of the report is pictured at right.*

```
         www.louisianalottery.com

         LOUISIANA
         LOTTERY
         C O R P O R A T I O N

      Mon, Sep 25, 2017 16:58:31
--------------------------------
         Retailer:100176
         ORDER STATUS

      Order Number: 11234567890
   Order Placed: Mon. Sep, 2017
   Order Del Date: Thu. Sep 28, 2017
   Status: Created
   Type: TelSell

      Order Number: 11234567891
   Order Placed: Mon. Sep, 2017
   Order Del Date: Thu. Sep 28, 2017
   Status: Shipped
   Type: TelSell

   INFORMATION ONLY - NOT FOR SALE
      000000-000000 01 @ TR:0000000016
```

Instant Scratch-off Ticket Delivery & Confirmation

It is important to verify the package is addressed to your store location when you receive your tickets. Tickets are delivered to the wrong place occasionally. Please do not accept tickets meant for another retailer.

A **Shipment Manifest** that lists the games, packs and order details included in each retailer scratch-off order will be included inside the shipping envelope. The barcode for scanning to confirm the order is located at the bottom of the manifest. *A sample manifest is pictured at right.*

Please take a moment to verify the tickets in your shipment and CONFIRM the order immediately upon delivery. You MUST confirm your order before the system will allow you to activate tickets in that shipment for sale. *Consult the Terminal Quick Reference for instructions.*

Please call the Retailer Hotline **personnel to report any error in your ticket order.**

Activating Scratch-Offs to Begin Sales

For security purposes, packs of scratch-off games are shipped to you in an unactivated status, meaning that they cannot be validated for the payment of a prize. You MUST activate a pack of scratch-off tickets BEFORE placing them in the dispenser for sale. This function is performed on your terminal. *Consult the Terminal Quick Reference for instructions.*

Failure to activate a pack before selling means that your customers will NOT be able to claim a winning ticket from the pack, which causes unnecessary complaints regarding your store.

Activate a pack of scratch-offs and load it into the dispenser the moment one is emptied.

LOUISIANA LOTTERY CORPORATION
11826 Sunbelt Court
Baton Rouge LA 70809

SHIPMENT MANIFEST

Retailer #: 100176   Order #: 117023363991

BATON ROUGE REGIONAL

555 Laurel Street
BATON ROUGE LA 70801

Order Type: TeleSale
Order Date: 08/14/2017

ORDER DETAIL:

Game	Ticket Price	# of Ticket	Pack Value	# of Packs
1084-ELECTRIC 8S	$1.00	250	$250.00	3
1084-DIAMOND DOUBLER	$2.00	125	$250.00	3
1084-LUCKY 13	$2.00	125	$250.00	3
Totals			$2,250.00	9

INVENTORY SHIPPED:

1084-002698	1084-002699	1084-002700
1085-002383	1085-002396	1085-002397
1086-002497	1086-002508	1086-002509

UPS Tracking Number: 1Z58881X0322990096

Please verify contents and scan to confirm order. Notify the Lottery immediately of any discrepancies at (225) 756-6940

Understanding Your Instant Scratch-off Inventory

While your Weekly Invoice will indicate billing and payment for settled packs of scratch-off tickets, there are additional terminal reports available in the Scratch-off area of your terminal. These reports can assist you in understanding and tracking your scratch-off inventory.

The **Instant Inventory Detail** report will provide a list of scratch-off packs assigned to your retail location as well as the status of those packs. *A sample is shown at left.*

For a list of packs that were activated during the accounting week (Sunday to Saturday), access the **Weekly Pack Activations** report. *A sample is displayed below.*

```
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LOUISIANA
LOTTERY
        SM  C O R P O R A T I O N

Mon, Sep 25, 2017 16:58:31
------------------------------
        Retailer:100176
    INSTANT INVENTORY DETAIL

Game-Pack   Game       PP  Date      Status
999-012345  CASH CLUB  $2  09/25/17  Settled
999-012444  10X MONEY  $2  09/25/17  Issued
999-012666  LUCKY 13   $2  09/25/17  Activated

    INFORMATION ONLY - NOT FOR SALE
       000000-000000 01 @ TR:0000000016
```

```
www.louisianalottery.com

LOUISIANA
LOTTERY
        SM  C O R P O R A T I O N

Mon, Sep 25, 2017 16:58:31
------------------------------
        Retailer:100176
    WEEKLY PACK ACTIVATIONS
    FOR WEEK-ENDING: 09/30/17

Game-Pack   Game            Date
580-012345  DIAMOND DOUBLER 09/25/17
549-012444  DUECES WILD     09/24/17
518-012888  ELECTRIC 8s     09/23/17

    INFORMATION ONLY - NOT FOR SALE
       000000-000000 01 @ TR:0000000016
```

Closing Instant Scratch-off Games

The life-span of an instant scratch-off game varies according to the availability of tickets to sell and how quickly all the top prizes are claimed in the game. If all the top prizes in a game are claimed, the game is closed immediately. Games may also be closed when ticket inventory reaches near sell-out or at the discretion of the Lottery's president. The retailer is notified of all game closures through a mandatory (red) message via the Messages feature on the Lottery terminal. The message must be acknowledged before proceeding with other terminal functions. The message will contain the following:

- The last day you may activate a pack to sell from the game.
- The final day to sell tickets from the game.
- The last day a ticket may be cashed for the game.

There is a 90-day redemption period for any tickets bought for the game once it closes; players will not be able to cash winning tickets from a closed game after this period has ended. Game closure and redemption dates are available on the Lottery's website: https://louisianalottery.com/scratch-offs/last-day-to-claim.

When a game closure message is received, please immediately remove any tickets from your dispenser. Keep closed game tickets secure until they are picked up by Lottery personnel. Full packs will be removed from your ticket inventory, and your Lottery account will be credited for the number of tickets returned from any partially sold packs.

NOTE: Your Lottery account will not be credited for any prize paid on a ticket after the last day to cash has passed.

Instant Scratch-off Ticket Return

Full Packs — The Lottery will accept the return of all unopened, unsold packs of tickets as retailers adjust their inventory levels.

Partial Packs — The Lottery will accept the return of opened packs of tickets that are defective, tickets from closed instant scratch-off games, and any tickets remaining in a pack after a reported theft from that pack. Your account will be credited for the number of tickets returned.

The return transaction is typically performed by your Sales Representative on your Lottery terminal. A receipt of the return, called **CSR Activity Report** is generated. Your Sales Representative will ask you to sign the report and will also provide you a copy for your records. *A sample of the report is displayed at right.*

When scratch-off tickets are returned, the Lottery will make a financial adjustment to your account for those tickets that have already settled. This adjustment will appear under the Returns section on your Weekly Invoice.

Defective or Damaged Tickets

If you open a pack of tickets from your inventory and find damaged or defective tickets within the pack, please call your Sales Representative or the Regional Office to report the problem.

Damaged or misprinted tickets may be tickets that are stuck together, blurred or missing information in the play area once the latex has been removed, or tickets that cannot be scratched because the latex is fused to the play area.

The Lottery will initiate an adjustment for damaged tickets you discover after having paid for them. However, tickets that have been damaged by you or your customer due to improper care are not considered defective and will not be credited or replaced by the Lottery.

Scratch-Off Ticket Security

When a Lottery ticket is in your possession, it is your responsibility. It is important that you develop controls within your business to ensure ticket security. If proper control over tickets is not maintained, it could result in the suspension or cancellation of your Retailer License. Proper control of tickets includes:

- Secure, handle and maintain activated scratch-off tickets in the same manner as you handle cash.
- Do not borrow from or loan packs of scratch-off tickets to other Lottery retailers. Packs are assigned to a specific location and you can only receive your selling commission on tickets assigned to you.
- Confirm all scratch-off orders the same day the shipment is received, but do not remove the shrink-wrapping or activate packs until you are ready to place them into the dispenser for sale.
- Sell your tickets in a numerical order beginning with ticket number 000.

Account for Tickets at Least Once a Day

Accounting can go a long way in eliminating opportunities for theft and in reducing the risk of becoming a victim. What's more, Lottery retailer regulations require that retailers accurately account for their Lottery business and inventory. An up-to-date inventory of both the tickets loaded in your dispensers and the packs stored in your safe should be kept so that any theft can be spotted and reported quickly and accurately.

Daily or shift documentation and reconciliation of Lottery sales and activity are highly recommended. *The Lottery provides a [Reconciliation Report](#) and instructions in this Guide to assist retailers in this important task.*

Report Missing or Stolen Tickets Immediately

Time is often of the essence in stopping stolen tickets from being cashed and mitigating any financial loss when tickets are missing. This also gives the Lottery the opportunity to provide law enforcement with information to track down the thief.

The Lottery works with retailers on a case-by-case basis to credit them for stolen scratch-offs provided the following are met: the retailer notifies the Lottery's Security Department immediately upon becoming aware of the theft; the retailers reports the theft to local law enforcement and cooperates in the investigation; and the retailer has kept accurate records and can identify the ticket numbers involved.

When you report tickets to the Lottery as lost or stolen, the pack will be "flagged" in our computer system to prevent validation and payment of the prizes within that pack. The Lottery does not reimburse retailers for prize money paid to customers on stolen tickets. That's why you should pay prizes only after a successful validation through your Lottery terminal.

Reporting Stolen Tickets

1. Immediately contact your local law enforcement agency and file an official police report.
2. Contact the Louisiana Lottery Retailer Hotline to report the incident within 24 hours. You will be asked to provide the specific ticket numbers involved. It is easier to provide specific ticket information if you are selling in ticket-number order and tracking numbers when you complete your daily reconciliation.
3. Immediately discontinue selling remaining tickets from packs in which tickets have been reported stolen. Those packs should be secured and kept in a safe place until picked up by a Lottery representative. A credit will be processed to your account for the returned tickets.
4. As soon as you obtain a police investigative file number, provide that number to the Lottery's Security Department so that we can obtain a copy of the police report.

Facing Scratch-Off Tickets in Dispenser

The Lottery has specially designed its scratch-off games to maximize their look inside your dispensers to capitalize on impulse purchases down to the last ticket in the pack! Follow these simple steps when loading a new pack:

1. Locate the end ticket that contains the number (001) <u>in parenthesis</u> above the barcode on the back of the ticket.

2. Fold the ticket so that the graphic side faces up. Where to fold depends upon the ticket's price point:

Price Point	Fold Location
$1	Ticket Perforation
$2	"State" Line on back
$3, $5 & $10	Fold Mark indicated

Folding the ticket creates a 4 x 4 face that the player will see in the dispenser.

3. Slide that face, fold side down, all the way into the dispenser so that it is completely flush against the inside end of the dispenser, with the top just under the lip, facing the customer.

4. Squeeze the remaining pack stack and insert it into the dispenser.

5. Thread the first ticket through the dispenser door slot and close the door. *(The ticket number should be 000.)*

6. Now your customer sees a vibrant, graphic sampling of the scratch-offs and prices of the games you have available.

Responsible Play

Seventy-four percent of Louisiana adults have reported participating in some form of gaming at least once, and the vast majority of them do so responsibly as a form of entertainment. However, according to a 2016 study by the Louisiana Department of Health, Office of Behavioral Health, approximately 5.4% of all Louisiana adults are labeled as potential problem gamblers and 2.9% are considered pathological gamblers.

Like other addictions, the problem gambler has little power over his or her urge to gamble, which can result in psychological, financial, emotional, marital and legal problems for the gambler and his or her family. As a result, gambling is no longer fun — it's no longer a game.

Problem gambling is not a bad habit or a moral weakness. It is a serious condition that can be treated. The good news is that hope and help are available. In fact, Louisiana is the only state to offer all of the following forms of confidential problem gambling treatment, most of which are state funded: inpatient, outpatient, private counseling and 12-step meetings.

The Louisiana Lottery Corporation supports the work of the Department of Health and Hospitals-Office of Behavioral Health and the Louisiana Association on Compulsive Gambling by printing the problem gambling helpline number, **1-877-770-7867**, on all tickets, advertising, news releases and sales materials; promoting National Problem Gambling Awareness Month in March; and conducting responsible play public service campaigns. In addition, $500,000 of the Lottery's annual proceeds transferred to the state is earmarked for problem gambling programs.

The Lottery also provides resources on problem gambling and responsible play tips on a special section of its website, www.louisianalottery.com/play-responsibly, and provides responsible play information the *Play it Smart* brochure located in its Play Centers located in Lottery retailers throughout the state.

Responsible Play Tips

The Louisiana Lottery encourages everyone to play responsibly. Here are a few tips:

- Think of the money you lose as the cost of your entertainment.
- Set a dollar limit and stick to it.
- Set a time limit and stick to it.
- Accept losing as part of the game.
- Don't borrow money to gamble.
- Don't let gambling interfere with family, friends or work.
- Don't gamble to win back losses.
- Don't use gambling as a way to cope with emotional or physical pain.
- Gamble only for fun.
- Know the warning signs of problem gambling.

Cashing Winning Tickets

Lottery retailers find that successfully validating tickets and paying prizes to their customers encourages greater ticket sales and is an easy way to increase their overall sales and profits.

Retailers also have the opportunity to earn a Cashing Incentive, paid quarterly, on each successful validation and prize payment transaction.

Claim Period

Instant Scratch-off Tickets & Fast Play Tickets – All prizes must be claimed within 90 days of the announced end of the game.

Draw-Style Game Tickets – All prizes must be claimed within 180 days following the draw date of the win.

Unclaimed Prizes

As provided by Louisiana law, "Any unclaimed prize money shall be added to the pool from which future prizes are to be awarded or used for special prize promotions." For example, unclaimed prize money is frequently used to increase the prize payout percentages on our instant scratch-off games.

A list of large unclaimed draw-style game prizes, including the selling retailer, can be found on the Lottery's website: www.louisianalottery.com/unclaimed-prizes.

Prize Payment Options

All Prizes of $600 or Less

These prizes may be claimed by any participating Lottery retailer by presenting an original winning ticket.

Lotto, Easy 5, Pick 3, Pick 4, Pick 5, Fast Play & all Scratch-Off Prizes of $5,000 or Less

Prizes of over $600 must be claimed at a Lottery office or by mail.

These prizes may also be claimed by mail with a photocopy of the front and back of the ticket provided that a Claim Form is completed, and a copy of the winner's ID is included.

Players who mail in their claims using this photocopy mail-in option are advised to retain their original ticket in the event there is an issue with delivery. In addition, the Lottery reserves the right to require an original ticket if there is a question regarding the claim. Winning tickets can only be claimed once, and after a prize is paid on a photocopied ticket, the original is no longer valid for prize payment.

Prizes of Over $5,000 & Powerball and Mega Millions Prizes

Original tickets are required to claim prizes on tickets of any game winning more than $5,000. Prizes of over $5,000 must be claimed at Lottery office. Lotto, Powerball and Mega Millions Jackpot prizes, as well as any Powerball or Mega Millions prize of over $501,000 must be claimed at Lottery headquarters.

Also, based on multistate game rules, original winning tickets are still required to claim ALL Powerball and Mega Millions prizes. The option to claim by mail using photocopied tickets does not apply to winning tickets from these games.

FREE TICKET Prizes

Lottery policy requires retailers to pay winners the prize that is printed on the scratch-off when choosing to validate the ticket. For "FREE TICKET" prizes, this means giving the player another scratch-off of the same game or, if not in stock, a different game of the same price point. "FREE TICKET" prizes in Lottery scratch-offs create opportunities for retailers to not only earn additional commission but also to increase customer visits.

When a customer redeems a "FREE TICKET" prize, commission is earned on the free ticket paid. Therefore, when the ticket is sold and redeemed at the same store, that retailer doubles the commission for the sale when a "FREE TICKET" is won. However, if the retailer pays cash instead of a giving the player a free ticket, there is no cashing incentive earned since the ticket does not validate as a cash prize.

Fraudulent Tickets

Previously Validated Tickets

The most common type of fraud is the attempt to cash previously validated tickets. Once you have verified your account credit for a successful validation, you are expected to destroy the validated ticket to prevent the ticket from being "re-cycled." Validated tickets tossed in the trash, are routinely picked out of the trash and taken back into your store or to other retail outlets. Protect yourself and other retailers from fraud by validating tickets through your Lottery terminal before paying prizes.

NOTE: There are times when a validated ticket is returned to a winner without payment because you or your staff were not aware a successful validation had occurred. When this happens, the Lottery works with the winner and retailer to help the player collect their prize money.

Altered Ticket

These are tickets that have been modified to look like a winner. People intent on fraud can be creative. For example, pieces from two or more tickets may be combined to create one ticket that appears to have a winning combination. We do not expect ticket alterations to be widespread, but retailers should be alert to the possibility. **Remember, if you accept a ticket that is not valid, it is your financial responsibility**.

Copies of Tickets

Lottery rules require the presentation of an original physical ticket for the valid payment of a prize at retail. Confirm the ticket is printed on original Lottery ticket stock. Do not attempt to validate photocopies of tickets, photos of tickets or digital images of tickets.

Important Tips to Remember When Cashing Tickets

Instructions for validating and cashing winning tickets on your Lottery terminal can be found in your Terminal Quick Reference.

When Validating

- **Ask the customer to sign the back of the ticket and direct their attention to the Customer Display Unit to verify the validation.**
- **Always process a ticket through your terminal <u>before</u> paying your customer.** Failure to do so is risky and may reduce your profit margin. Errors can occur if you guess at the prize or the ticket may be expired.
- **Do not guess at the validation numbers on a ticket.** This could cause terminal responses that are inaccurate and may result in a costly error to your store. Customers with damaged tickets (wrinkled, water soaked, accidentally torn, etc.) may file a claim with the Lottery. We routinely assist customers with problem tickets.
- **Your Lottery terminal will not validate or display prize values above the maximum you are allowed to pay ($600).** If the message "File Claim at Lottery Office" prints on the validation rejection receipt, this message will also display on your terminal and the Customer Display Unit. Return that receipt and the ticket to your customer and instruct them to visit a Lottery Office to claim their prize. Your customer will find the address printed on the back of each instant scratch-off ticket and in your Play Center game brochures.

Paying Prizes

- **You are required to validate and pay all winning tickets of $50 or less even if the customer did not buy the tickets from your store.** Failure to validate winning tickets of $50 or less could result in the suspension or termination of your Retailer License.
- **Be sure you have sufficient cash on hand to pay the ticket before validating it. You must pay your customer their prize after you successfully validate a ticket.** Although winners expect and prefer cash, you may pay out prize money with a company check or money order if cash is not available. The prize amount is immediately credited to your Lottery account during a successful validation; another retailer cannot validate the ticket for credit in order to pay the winner.
- **Not sure if you successfully validated a ticket?** Try selecting the REPRINTS under the UTILITIES button on the Main Menu of your terminal. The Last Pay or History Report will display previous transactions.
- **Remember that draw-style game Exchange tickets belong to the customer, and there is no charge for these replacement tickets.**

After Validating

- **Provide the player with a validation receipt and their prize.** Nonwinning tickets can be returned to the player.
- **Keep validated tickets in a secure place until you are satisfied that you have received proper credit.** Do not return a validated ticket to your customer as a souvenir.
- **Destroy, not just throw away, all validated tickets once you are sure you have received credit on your account for the transaction.** This is the only way to effectively stop people from "recycling" or trying to cash validated tickets again at our Lottery offices or retail locations. <u>Failure to destroy validated tickets may result in a debit to your Lottery account for the amount of the prize if the ticket is successfully reclaimed at another retail outlet.</u> Please be considerate of other retailers.

Player Protection

The Louisiana Lottery wants to ensure the best possible playing experience for those who purchase our tickets. That means they have a right to expect to be accurately paid when they choose to cash their ticket at a licensed Lottery retailer. We know you share that value and appreciate you making consumer protection a priority in your business. Toward that end, here are some customer service tips to heed and share with your staff.

1. Remind players to sign the back of their tickets immediately after purchase and before validating.

A Lottery ticket is owned by the individual holding the ticket until a name is written on the back of the ticket. Please inform your lucky Lottery winners to sign the back of their winning ticket immediately to protect their prize. Unless otherwise authorized by a legal authority, the Lottery will pay a prize only to the person whose name is on the back of the ticket. Signing the back of their ticket is the single most important thing players can do to protect themselves from theft and demonstrate ownership of the ticket. Once a winning ticket has been paid, it is much more difficult to determine whether another individual was the rightful owner. The Lottery must pay the holder of a ticket when it is presented for payment, unless the holder's identification does not match the signature on the ticket. Any alteration to a winning ticket worth more than $600 is cause for a security investigation.

2. Teach customers how to play and check their own tickets.

The Lottery recommends that players have an idea of how much they have won before cashing their tickets. The easiest way is to download the Louisiana Lottery Official Mobile App for FREE to their Apple or Android smartphone or tablet. The app allows players to scan the barcode on your draw-style game or scratch-off ticket to determine whether they are winners and the amount of the win. You can also direct players to the *All Games Guide* brochures located in your Lottery Play Center or to the Lottery's website. Winning numbers are available online, on the app, or by calling the Lottery's winning numbers hotline (225-297-2350). They are also broadcast nightly on official Lottery television stations and can be printed from your Lottery terminals.

3. Direct the player's attention to the Customer Display Unit to verify any winnings.

When validating players' tickets, direct their attention to the discreet Customer Display Unit. The small screen will tell them whether their ticket is a winner, and if so, how much was won. If the ticket has won more than $600, the display will direct them to a Lottery office to claim their prize.

4. Provide a validation receipt.

One of the best ways to demonstrate accuracy and integrity in cashing a player's winning ticket is to provide them with a validation receipt that indicates the prize amount. The validation receipt will automatically print when cashing a winning ticket. Give this to the player. If a ticket is not a winner, you can print that message by hitting the Print button on the Cash screen on your terminal; you should also return the ticket to the player. There is no reason for a retailer to keep a nonwinning ticket.

Retailer Compensation

Lottery customers' gross profit per visit is greater than nonlottery customers. That's because most Lottery customers pick up other items when they shop and make more store visits than nonlottery customers. Offering Lottery products helps your business appeal to a very loyal customer segment that keeps coming back, adds fun and excitement to your store and most importantly, boosts your bottom line. Here are ways you earn compensation as a Lottery retailer:

Commissions. Retailers earn 5% commission on every ticket sale. Commissions are paid weekly.

Selling Bonus. Retailers also get to share in their customers' good fortune by receiving a bonus for selling jackpot-winning tickets. Bonuses are paid during the accounting week following the drawing in which the prize was won. Bonuses typically equal 1% of the prize, with the exception of Powerball and Mega Millions jackpots, as follows:

Cashing Incentives. Retailers are encouraged to cash customers' winning tickets of up to $600. This encourages repeat customer visits and spending, while earning retailers up to a 2% incentive. On each individual ticket cashed, here is the incentive paid. Cashing incentives are credited quarterly.

Prize Amount Paid	Incentive
$1 - $25	.50%
$26 - $50	.75%
$51 - $100	1.00%
$101 - $200	1.50%
$201 - $600	2.00%

For example, cashing one winning ticket worth $600 would earn an incentive of $12.

Financial Activity

```
         www.louisianalottery.com

         LOUISIANA
         LOTTERY
         C O R P O R A T I O N

         Tue. Apr 13, 2027 06:08:10
    --------------------------------

         CURRENT WEEKLY INVOICE
       APR 04, 2027 - APR 10, 2027
            Retailer: 000000

    BALANCE FORWARD          0.00
    ON-LINE NET DUE        430.85
    INSTANT NET DUE        162.50
    ADJUSTMENT               0.00
    CLAIM INCENTIVE          0.00
    CURRENT AMOUNT DUE     593.35

    Pick 3 Sales            12.00
    Pick 4 Sales            33.00
    RAFFLE Sales             0.00
    Lotto Lagniappe Sales    0.00
    Pick 5 Sales             5.00
    Easy 5 Sales            12.00
    Lotto Sales             52.00
    Powerball Sales        263.00
    Mega Millions Sales     79.00
    Fast Play Sales        102.00
    EZ Match Sales           5.00
    Total Sales            563.00
    Pick 3 Cashes            0.00
    Pick 4 Cashes            0.00
    RAFFLE Cashes            0.00
    Lotto Lagniappe Cashes   0.00
    Pick 5 Cashes            0.00
    Easy 5 Cashes           -7.00
    Lotto Cashes            -6.00
    Powerball Cashes        -8.00
    Mega Millions Cashes     0.00
    Fast Play Cashes       -53.00
    EZ Match Cashes        -10.00
    Total Cashes           -84.00
    Promos                   0.00
    Coupons                  0.00
    Cancels                  0.00
    Sales Comm             -28.15
    Sellers Bonus            0.00
    Communication Fee      -20.00
    Online Net Due         430.85

              Instant
    Packs Settled          750.00
    Returns                  0.00
    Cashes                -550.00
    Sales Comm             -37.50
    Instant Net Due        162.50

       Sweep Date Mon Apr 12, 2027
       INFORMATION ONLY - NOT FOR SALE
    101001-000000 02 00000754*  TR:00000927
       858F62C3C477699EC8630DF512A6A2846B
    13884 45171 05179 90050 90991 36134 50398
```

The Lottery accounting week begins Sunday at 12:01 a.m. and ends the following Saturday night at midnight. The amount you will owe each week will depend on the adjustments made to your Lottery account during the accounting week. For instance, your weekly balance is affected by the number of instant scratch-off game packs settled, the number of online (draw-style) game tickets sold, the value of winning tickets you validate/cash, and/or account adjustments you receive during the week. The Financial Reports available on your terminal will help you track your Lottery account activity. *Instructions for printing terminal reports can be found on the [Terminal Quick Reference](#).*

Electronic Funds Transfer

The transfer of funds between your company and the Lottery will be handled electronically. The Electronic Funds Transfer or EFT will occur each week on Thursday for the previous accounting week. **Please take special care to maintain the proper balance in your account to avoid non-sufficient funds (NSF) penalties. NSF penalties will not be a problem if proper procedures are followed.**

- Deposit money received from the sale of Lottery tickets to your account each day.
- Make your final deposits before noon on Wednesday**.**

Retailer Invoice

All transactions during the accounting week are summarized on the **Current Weekly Invoice** that you will be able to print through the Financial Reports area on your Lottery terminal. It is normally available to you around 5 a.m. on Sunday mornings and remains available for seven days following the close of the accounting week; however, past weekly invoices can also be accessed. The **Current Weekly Invoice** will show either the amount the Lottery will withdraw from your account or the amount we will deposit to your account through the Electronic Funds Transfer (EFT) sweep on Thursday. If you have a credit balance with the Lottery, the EFT sweep will deposit the credit amount in your account. *See sample above.*

Reconciliation

Balancing your Lottery activity, money collected and paid out versus tickets sold and cashed, may be a once-a-day function or an each-shift-change event depending on the hours you are open and the size of your staff.

Consider these factors. Do limited store hours and a small staff require only once-a-day balancing? Should each employee balance at the end of a shift change in large locations with extended hours of operation?

Balancing and reconciling your Lottery business on a regular basis allows you to:

- Track your instant scratch-off ticket inventory.
- Maintain the correct balance in your EFT account.
- Calculate overages or shortages from the register, which may alert you to a possible internal theft problem or the need to reconsider how cash is handled during day-to-day operations.

Ticket reconciliation should be performed at least once per day for both ONLINE (draw-style and Fast Play) and INSTANT (scratch-off) tickets. Without reconciling tickets, financial fraud may occur, costing you hard-earned cash.

To aid in the task of reconciliation, the Lottery provides a recommended report form, which can be used along with terminal reports to reconcile daily or by shift, and trains retailer staff on its use. Of course, retailers may instead choose to use alternate tools that best suit their organization and accounting needs.

It is VITAL to note that this Retailer Reconciliation Report is for reconciling cash in/out of the store and inventory out of the store. This form is NOT for determining the funds owed to the Lottery.

A print-ready version is available at www.LouisianaLottery.com/retailers.

Reconciliation Sample Report Form

Louisiana Lottery Reconciliation Report   Date: _____

1st Shift: Name:						2nd Shift: Name:						3rd Shift: Name:					
Disp #	Instant Game	Ticket Price	Beginning Number	Ending Number	# Sold	$ Sold	Instant Game (If changed)	Ticket Price	Beginning Number	Ending Number	# Sold	$ Sold	Instant Game (If Changed)	Ticket Price	Beginning Number	Ending Number	# Sold	$ Sold
1		$						$						$				
2		$						$						$				
3		$						$						$				
4		$						$						$				
5		$						$						$				
6		$						$						$				
7		$						$						$				
8		$						$						$				
9		$						$						$				
10		$						$						$				
11		$						$						$				
12		$						$						$				
13		$						$						$				
14		$						$						$				
15		$						$						$				
16		$						$						$				
17		$						$						$				
18		$						$						$				
19		$						$						$				
20		$						$						$				
21		$						$						$				
22		$						$						$				
23		$						$						$				
24		$						$						$				
25		$						$						$				
26		$						$						$				
27		$						$						$				
28		$						$						$				

		Reports	Register	Difference $				Reports	Register	Difference $				Reports	Register	Difference $
A. Instant Sales (Cash - In)	•				A. Instant Sales (Cash - In)	•				A. Instant Sales (Cash - In)	•			
B. Online Total Sales (Cash-In)	•				B. Online Total Sales (Cash-In)	•				B. Online Total Sales (Cash-In)	•			
C. Online Cancels (Voided)***	-				C. Online Cancels (Voided)***	-				C. Online Cancels (Voided)***	-			
D. Cashes (Cash Out)	-				D. Cashes (Cash Out)	-				D. Cashes (Cash Out)	-			
Total Cash On Hand – Shift 1					Total Cash On Hand Shift 2**					Total Cash On Hand Shift 3**			
										Total Deposit (Shift 1,2,3)			

Instructions:
1. Place the entry for Total Instant Sales in Section A
2. From the Today Sales Summary report from the terminal – enter the **Online Total Sales**
3. From the Today Sales Summary report from the terminal – enter the **Online Cancels**
4. From the Today Sales Summary report from the terminal – add up **Cashes** for Online and Instant
5. For Total Cash on Hand – (A + B – C – D)
6. Reconcile the Cancellation Slips to Section C

** To balance 2nd and 3rd shift, run the Today Sales Summary report from the terminal and subtract from the report taken from prior shift
*** Terminal will provide a cancellation slip for EVERY cancellation

Reconciliation Report Instructions

IMPORTANT: LOAD SCRATCH-OFF PACKS WITH TICKET NUMBER 000 AS THE FIRST TO BE SOLD.

Beginning of Shift:

1. Begin a new Reconciliation Report each day. If you have only one shift per day, then you may use the form for three days, one day for each shift section.

2. For all packs currently for sale, enter the game/pack number under the "**Instant Game**" column and the ticket's price in the "**Ticket Price**" column based on the pack's location in your dispenser. *Ex. 1 = the pack in your dispenser labeled 1.*

NOTE: If you are loading a new game, first verify the pack has been **ACTIVATED** on the terminal.

3. For each pack, record the ticket number of the next ticket being dispensed for sale in the "**Beginning Number**" column. NOTE: If the pack is a partial pack, then this number should match the "**Ending Number**" from the previous count/shift.

4. If a pack sells out during your shift, reload the dispenser and put a slash (/) under every entry for that dispenser record. For the next shift, record only the new game/pack number under "**Instant Game**" and new "**Ticket Price**" if necessary. If the game name does not change between shifts, there is no need to re-write the "Instant Game" and "Ticket Price".

End of Shift:

1. At the end of the shift, record the next ticket number from each pack in the dispenser under the "**Ending Number**" column.

2. Calculate the difference between the "**Beginning Number**" and the "**Ending Number**" and enter under "**# Sold**".

3. Multiply the # Sold by the "**Ticket Price**" and record under "**$ Sold**".

4. Add up all the totals from the "**$ Sold**" column and enter into the "**Instant Sales**" box in Section A under "**Reports**".

5. From the Lottery terminal, touch the Financial Reports button and run the "**Today Sales Summary**" report.

6. From the Today Sales Summary report, enter the "**Online - Total Sales**" into the box in Section B under **"Reports"**.

7. From the Today Sales Summary report, enter the "**Online – Cancels**" into the box in Section C under "**Reports**".

8. From the Today Sales Summary report, add up the **Cashes** under Online and Instant. Enter the total in the "**Cashes**" box in Section D.

9. Compute the "**Total Cash on Hand**" using the formula: A + B - C - D.

10. Using information from your store register (if applicable), enter the values for A, B, C & D under the "Register" column.

11. For each section, subtract the values in the "Register" column from the values in the "Reports" column and enter in the "Difference $" column. This will show any overages or shortages.

12. Reconcile the value from Cancellation Receipts to amount in Section C - **EVERY** cancellation will print a receipt.

Note: To balance 2nd and 3rd shift, run the Today Sales Summary terminal report at the end of the shift. Subtract the amount in box B, C & D of the prior shift from the corresponding totals on the report. Enter the results in box B, C & D of the current shift. *For example, take the "Online - Total Sales" from the report and subtract the first shift's "Online - Total Sales" to obtain sales to enter for the second shift.*

Sales and Cashes Reconciliation

To complete the draw-style game (ONLINE) portion of reconciliation, the retailer will use the **Sales Summary – Today** report, found under Financial Reports on your Lottery terminal. *A sample of this report is pictured on the right.* This report will identify at the time of printing the following:

Under the ONLINE Section

    a.   Total Sales – (Cash In for draw-style game sales)
    b.   Cashes – (Prizes paid - Cash Out)
    c.   Promo
    d.   Coupons
    e.   Cancels – (Pick 3/Pick 4/Pick 5 tickets canceled after printing)
    f.   Adjustment – (Credit/debit posted by the Lottery)
    g.   Sales Comm – (Commission due the retailer – Sales X 5%)
    h.   Bonus – (Applied by the Lottery if the retailer qualified)
    i.   Communication Fee – (Will reflect $20.00 on Sundays)
    j.   Online Net Total – (Amount due to the Lottery for Online)

Under the Instant Section

    a.   Settlements – (Packs of scratch-off tickets that settled during night processing)
    b.   Cashes – (Prizes paid - Cash Out)
    c.   Returns – (Amount from SR completing financial returns)
    d.   Adjustments – (Credit/debit posted by the Lottery)
    e.   Coupons
    f.   Sales Comm – (Commission due the retailer – Settlements X 5%)
    g.   Instant Net Total – (Amount due the Lottery for Instant)


```
            www.louisianalottery.com

        LOUISIANA
        LOTTERY
          CORPORATION
     Mon, Sep 25, 2017 16:58:31
    --------------------------------
           TODAY SALES SUMMARY
              SEP 25, 2017
           Retailer:100176

                  ONLINE
   250 Total Sales                250.00
    10 Cashes                     -20.00
     0 Promos                       0.00
     0 Coupons                      0.00
     0 Cancels                      0.00
       Adjustments                  0.00
       Sales Comm                 -12.50
     0 Bonus                        0.00
       Communication Fee            0.00
       Online Net Total           217.50

                  Instant
     1 Settlement                 250.00
     2 Cashes                     -40.00
       Returns                      0.00
       Adjustments                  0.00
       Coupons                      0.00
       Sales Comm                 -12.50
       Instant Net Total          197.50

       Balance                    415.00

    INFORMATION ONLY - NOT FOR SALE
       000000-000000 01 @ TR:0000000016
```

Cost of Scratch-Off Tickets

The retail price assigned to our instant scratch-off tickets will vary. We try to keep your cost for a pack of tickets around the same amount for each game, therefore, the number of tickets in a pack will vary according to the retail price of the ticket. A higher retail price on each ticket means a smaller number of tickets in the pack for that game.

Game Price Point	# of Tickets	Pack Cost
$1	250	$250
$2	125	$250
$3	75	$225
$5	50	$250
$10	25	$250
$20	25	$500

Packs are billed to you at the face value of the tickets less your commission. For example, at $1 per ticket, a pack of 250 tickets has a value of $250, less the $12.50 selling commission, for the net billed cost of $237.50.

Pack Settlement - Paying for Tickets

There are two standard billing options available that will determine when you will be billed for your instant scratch-off tickets. These options are Activation Only and Pack Settlement. They are defined as follows:

Activation Only: A pack of tickets will be billed to your account at the time the pack is activated for sales.

Pack Settlement: A pack of tickets will be billed to your account when the pack has been activated **AND** one of the following conditions is met:

1. Another pack of the same game is activated.
2. 75% of the low-tier prizes are claimed from the pack.
3. 60 days have passed from the activation date.

For each pack settled and each pack billed, your commission is calculated automatically so that your bill reflects the net value of the pack of tickets.

ALWAYS REFER TO THE WEEKLY INVOICE FOR BILLING INFORMATION regarding scratch-off tickets.

A list of packs that have settled and the date of settlement can also be viewed on the **Weekly Pack Settlements** report. *A sample is pictured below at left.*

For a list of scratch-off tickets that have been activated but not yet settled, access the **Activated Not Billed** report. *A sample is pictured below at right.*

These reports can be accessed via the Scratch-Offs area on your Lottery terminal.


```
         www.louisianalottery.com

         LOUISIANA
         LOTTERY
              SM  CORPORATION
      Mon, Sep 25, 2017 16:58:31
    --------------------------------
          Retailer:100176
      WEEKLY PACK SETTLEMENTS
      FOR WEEK ENDING: 10/14/17

Game-Pack    Name          Date        Amt
1082-009023 BINGO PLUS     10/08/2017 $225.00
1091-006811 50X LUCKY      10/09/2017 $250.00
1022-006855 TOP DOLLAR DOUB 10/08/2017 $250.00
1090-008544 20X LUCKY      10/08/2017 $250.00
1079-026749 BONUS BUCKS    10/09/2017 $250.00
1083-021003 BIG MONEY      10/09/2017 $250.00

    7 Packs  Total Sold = $1,725.00

       INFORMATION ONLY - NOT FOR SALE
        000000-000000 01 @ TR:0000000016
```

```
         www.louisianalottery.com

         LOUISIANA
         LOTTERY
              SM  CORPORATION
      Mon, Sep 25, 2017 16:58:31
    --------------------------------
          Retailer:100176
      ACTIVATED NOT BILLED

          Game-Pack
          1081-002861
          1083-013136
          1087-014144
          1022-001198
          1090-004339
          1088-003589
          1082-002741
          1079-025959
          1080-003394
          Count = 9

       INFORMATION ONLY - NOT FOR SALE
        000000-000000 01 @ TR:0000000016
```

Retailer Portal: Web-based Reports

The Lottery provides retailers with detailed reports available online 24-hours a day, 7 days a week to answer your Lottery accounting questions. The Retailer Portal is a secure web-based application designed to increase efficiency and save you time in retail accounting for Lottery products. These reports can assist retailers in solving accounting anomalies, pin-pointing potential inventory loss, comparing sales trends by store, streamlining transactional balancing and simplifying inventory auditing. In addition to store and chain-specific reports, the portal also allows users to export transactional data that can easily integrate into retailers' own accounting systems.

Accessing the Retailer Portal

1. Visit **la.reptweb.com**.
2. Click the link to register for account access.
3. You will need to complete a brief registration form and will need your retailer number, federal tax ID and state tax ID to verify your identity.
4. Once you've registered, you will receive a confirmation email. You must click the link in the confirmation email in order to activate your account access.
5. Once you've done that, you're ready to log on!

Adding Other Users

One of the best features of the site allows corporate chain accounts to grant access to subordinate users on a store-by-store basis. This will allow store managers to see data for their specific retailer number, while the corporate head is able to see data for the whole chain of stores. Subordinate users will also receive a confirmation email, in which they must click the link to activate their account once the corporate administrator has registered them.

Tip: When adding subordinate users, use the employee's work email address. This will add a layer of security should the employee leave. The chain account holder can update a user's status, disable access or reset passwords directly. They also assume responsibility for maintaining subordinate access.

Reports Available

There are three different types of reports available to view. You will see the retailer name and number clearly displayed on the 'Reports' landing page highlighting the data for which you are viewing. Reports can be downloaded in Adobe PDF or Microsoft Excel files. Most reports can be run by date or date range going back 18 months, as well as by store or stores. For chain accounts, not selecting a particular store means the report will include <u>all</u> stores under the chain account.

- **Invoice Reports** contain information concerning past invoices and the details of financial transactions.
- **Inventory Reports** contain information concerning orders, shipments and pack status for scratch-off games.
- **Sales Reports** provide information concerning sales by game.

Data Downloads

This feature allows you to download data into a comma-delimited file for easy uploading to multiple software programs such as Excel or custom accounting software.

Transactions Download will provide store transactional data for the date range including sales, cashes and cancels by game and instant scratch-off pack settlements for each day and retailer.

Inventory Download will provide instant scratch-off pack order manifest number, game name, number and pack number and status for inventory by retailer, as well as the date it was confirmed, activated, settled and/or returned in the date range. *Similar to the Inventory Status Report.*

Order Download includes the manifest number, UPS tracking number, game/pack information and cost for every pack of tickets included in an order, as well as the date it was ordered, filled, shipped and confirmed for each retailer in the date range. *Similar to the Retailer Order Detail Report.*

UPC Download will provide a list of all active and pending games, including the game number, start and end date, ticket cost and related UPC code.

Invoice Reports

The **Invoice Summary Report** displays a "rolled up total" for the invoice week selected for each store in the query and includes a final account sweep amount for the chain. If you want to fine tune to see that invoice broken down, use the **Invoice Detail Report** for a daily accounting of invoice items, including Online (draw-style) game sales and Instant (scratch-off) settlements, cashes, commission, cancels and returns, any selling bonus and cashing incentives earned, and any adjustments that make up the final invoiced amount for each store.

Weekly Invoice Detail

Week Ending Date: 03/25/2028   Retailer ID: 000000

Retailer	03/19/2028	03/20/2028	03/21/2028	03/22/2028	03/23/2028	03/24/2028	03/25/2028	Weekly Total
000000 - Louisiana Lottery Retailer								
PICK 3 SALES	0.00	11.50	3.50	3.00	0.00	1.00	0.00	19.00
PICK 4 SALES	0.00	11.50	3.50	3.00	0.00	1.00	0.00	19.00
PICK 5 SALES	0.00	7.50	3.50	3.00	0.00	1.00	0.00	15.00
RAFFLE SALES	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
EASY 5 SALES	0.00	14.00	4.00	4.00	0.00	1.00	0.00	23.00
LOTTO SALES	0.00	9.00	3.00	3.00	0.00	1.00	0.00	16.00
POWERBALL SALES	0.00	29.00	9.00	7.00	0.00	2.00	0.00	47.00
EZMATCH SALES	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
MEGA MILLIONS SALES	0.00	29.00	9.00	6.00	0.00	2.00	0.00	46.00
FAST PLAY SALES	0.00	210.00	1,218.00	378.00	0.00	42.00	34.00	1,882.00
Online Sales Subtotal:	**0.00**	**321.50**	**1,253.50**	**407.00**	**0.00**	**51.00**	**34.00**	**2,067.00**
ONLINE CANCELS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
ONLINE CASHES	0.00	-2,629.00	-576.00	-262.00	0.00	-1,720.00	-2.00	-5,189.00
ONLINE SALES COMMISSION	0.00	-16.09	-62.69	-20.35	0.00	-2.55	-1.70	-103.38
SELLERS BONUS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
COMM FEE	0.00	0.00	0.00	0.00	0.00	0.00	20.00	20.00
Online Other Subtotal:	**0.00**	**-2,645.09**	**-638.69**	**-282.35**	**0.00**	**-1,722.55**	**16.30**	**-5,272.38**
Online Total:	**0.00**	**-2,323.59**	**614.81**	**124.65**	**0.00**	**-1,671.55**	**50.30**	**-3,205.38**
INSTANT SETTLES	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
INSTANT RETURNS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
INSTANT CASHES	0.00	-5.00	0.00	0.00	0.00	0.00	0.00	-5.00
INSTANT SALES COMMISSION	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Instant Total:	**0.00**	**-5.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**-5.00**
ADJUSTMENTS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
CLAIM INCENTIVE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total for Retailer 000000	**$0.00**	**$-2,328.59**	**$614.81**	**$124.65**	**$0.00**	**$-1,671.55**	**$50.30**	**$-3,210.38**

Inventory Reports

The **Retailer Order Detail Report** provides information on all scratch-off orders for a particular store or stores or manifest number within a specified date range. Information includes the manifest number and UPS tracking number for the order, as well as the games included, their price point, pack number and cost for each pack in the order. You can also see when the order was placed, filled, shipped and confirmed by the store.

The **Instant Returns Detail Report** provides information regarding any returns of scratch-offs for the store(s) and date range selected, including the retailer name, game, pack and ticket number range, costs and associated unearned commission. This report can be run for a particular game(s) or all games.

The **Instant Pack History Report** provides status changes of scratch-off game packs assigned to a store during the specified time period, including the game name, pack number, cost and billing status for all packs experiencing a status change. This report can be run for a particular game(s) or all games.

Instant Pack History

LOUISIANA LOTTERY CORPORATION

intralot

Begin Date: 07/01/2015   End Date: 07/31/2015   Game: ALL

Game	Pack	Cost	From Location	From Status	Region	To Location	To Status	Region	Ticket Start	Ticket End	User	Date/Time
841 - MONEY MONEY												
	000962	$250										
			785620 – LOTTERY RETAILER #20	7 - InTran	2	785620 – LOTTERY RETAILER #20	3 -Issued	2	000	249	425004	
842 - DOUBLE DOUGH												
	000789	$250	785620 – LOTTERY RETAILER #20			785620 – LOTTERY RETAILER #20						
				5 - Activated	2		6 -Settled	2	000	249	Autosettle	
	007815	$250	785620 – LOTTERY RETAILER #20			785620 – LOTTERY RETAILER #20						
				7 - InTran	2		3 -Issued	2	000	249	425004	
				3 - Issued	2		5 -Activated	2	000	249	42500401	
871 - CAFE CROSSWORD												
	014042	$225	785620 – LOTTERY RETAILER #20			785620 – LOTTERY RETAILER #20						
				5 - Activated	2		6 -Settled	2	000	074	Autosettle	
880 - LUCKY PAYDAY												
	010065	$250	785620 – LOTTERY RETAILER #20			785620 – LOTTERY RETAILER #20						
				5 - Activated	2		6 -Settled	2	000	249	250	
882 - WILD BINGO												
	009601	$225	785620 – LOTTERY RETAILER #20			785620 – LOTTERY RETAILER #20						
				5 - Activated	2		6 -Settled	2	000	074	250	
886 - 21												
	009593	$250	785620 – LOTTERY RETAILER #20			785620 – LOTTERY RETAILER #20						
				7 - InTran	2		3 -Issued	2	000	249	425004	
			785620 – LOTTERY RETAILER #20	3 - Issued	2	785620 – LOTTERY RETAILER #20	5 -Activated	2	000	249	42500401	
889 - FRANKLIN'S FORTUNES												
	018351	$250										
			785620 – LOTTERY RETAILER #20	5 - Activated	2	785620 – LOTTERY RETAILER #20	6 -Settled	2	000	049	42500401	
	019230	$250										

The **Retailer Inventory Status Report** provides a list of scratch-off games by store that have been settled or returned during a particular invoice period, including the game number, price point, pack number, manifest number, date the order was confirmed and the date the pack was activated.

The **Activations and Return Report** offers a summary of activations and returns of instant scratch-off tickets, including the number of tickets and packs, dollar value of activated games minus the number of tickets, packs and dollar value of those games returned. This report can be run for a particular game(s) or all games.

Activations and Returns

LOUISIANA LOTTERY CORPORATION — intralot

Start Date: 07/01/2015   End Date: 07/31/2015   Game: 900 TRIPLE 77

Game	Activated			Returned		Net Total	
	Tickets	Packs	Value	Tickets	Value	Tickets	Value
900 TRIPLE 777	0	0	0.00	-7	-14.00	-7	-14.00
Totals:	0	0	$0.00	-7	$-14.00	-7	$-14.00

Sales Reports

The **Retailer Sales Activity Detail Reports** provides a breakdown by store of gross game sales in a date range, including related returns, cashes, sales commission, and incentives as well as the net amount paid to the retailer.

Retailer Activity Sales - Detail

LOUISIANA LOTTERY CORPORATION — intralot

Start Date: 03/19/2028   End Date: 03/25/2028

Chain	Retailer	Gross Sales	Returns/ CXLs	Discnt Free Play Coupon	Net Sales	Cash Amount	Commission Sales	Commission Cash	Adjustments	Net Amount
000000 - Louisiana Lottery Retailer										
	000000 - Louisiana Lottery Retailer					Balance Forward From Last Week:				0.00
									20.00	20.00
	INSTANT	0.00	0.00	0.00	0.00	-5.00	0.00	0.00	0.00	-5.00
	PICK3	19.00	0.00	0.00	19.00	-1,780.00	-0.96	0.00	0.00	-1,761.96
	PICK4	19.00	0.00	0.00	19.00	-1,100.00	-0.96	0.00	0.00	-1,081.96
	RAFFLE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	LOTTO LAGNIAPPE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Powerball Holiday Bonus	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	PICK5	15.00	0.00	0.00	15.00	-1,400.00	-0.76	0.00	0.00	-1,385.76
	EASY 5	18.00	0.00	0.00	18.00	0.00	-0.90	0.00	0.00	17.10
	LOTTO	16.00	0.00	0.00	16.00	0.00	-0.80	0.00	0.00	15.20
	POWERBALL	47.00	0.00	0.00	47.00	0.00	-2.35	0.00	0.00	44.65
	MEGA MILLIONS	46.00	0.00	0.00	46.00	0.00	-2.30	0.00	0.00	43.70
	FAST PLAY GAMES	1,882.00	0.00	0.00	1,882.00	-907.00	-94.10	0.00	0.00	880.90
	EzMatch	5.00	0.00	0.00	5.00	-2.00	-0.25	0.00	0.00	2.75
	Sub total for -000000		0.00		2,067.00		-103.38		20.00	
		2,067.00		0.00		-5,194.00		0.00		-3,210.38
						Balance Forward From Last Week:				0.00
	Sub total:		0.00		2,067.00	-103.38			20.00	
		2,067.00		0.00		-5,194.00		0.00		-3,210.38

The **Retailer Adjustments Report** contains a list by store of all adjustments that occurred during the date range, including quarterly claims incentives and weekly communications fee.

Sales & Marketing Support

The Louisiana Lottery is committed to helping your business maximize sales by growing a loyal player base. Toward that end, please make the most of these support programs and tools available to you:

Equipment & Training

Equipment necessary to sell Lottery products is provided and serviced FREE of charge with 24-hour support. In addition, employees are trained on equipment usage, Lottery products and sales techniques. Contact your Regional Lottery Office to schedule new employees for training at our locations or your Sales Representative to arrange refresher in-store training for staff. Online training videos are also available or scan the code with your mobile device camera to watch now.

Dedicated Customer Service

Retailers receive ongoing sales support, including in-store visits by an assigned Sales Representative and automated inventory management.

Accounting Tools With Online Account Access

Retailers receive daily reports concerning their sales and weekly reports concerning commissions earned so product accounting and tracking is a breeze, straight from their terminal. The Lottery also provides online account access through its free Retailer Portal.

Flexible Cash Flow

Retailers have the option to be billed for ticket packs only after a significant portion has sold, to reduce or eliminate any cash flow crunches. Plus, retailers never pay for products that don't sell.

Media Support

 In addition to player promotions, the Lottery aggressively supports its products with statewide advertising campaigns. Advertising includes television, radio, digital and poster outdoor, Powerball and Mega Millions jackpot billboards, transit advertising, internet, mobile and social media ads, gas pump top ads, arena signage, and targeted print. From time to time, the Lottery may do specialty out-of-home ads, such as truck wraps, as well as newspaper front page sticky-notes to highlight games.

Retailer Communications

Retailers receive a bimonthly magazine, *Exchange*, with news about new games, winners, sales tips and terminal tips to stay in the know. Retailers are also encouraged to sign up to receive eNews from the Lottery. Scan the code with your mobile device camera to sign up now. You can opt out at any time.

Winner Awareness & Publicity

Retailers are an integral part of the Lottery's public relations and publicity program. The Lottery's desktop and mobile website feature a convenient "Where to Play" search to help players locate nearby retailers. In addition, the Lottery regularly highlights retailers on its website, in news releases, in social media and web videos for selling prize-winning tickets. You may also receive banners and flyers to post in your store to announce your store is a winning location. Finally, retailers are also featured in news releases regarding large unclaimed prizes.

Connect with Us Online

www.louisianalottery.com

Facebook: www.facebook.com/louisianalottery

Twitter: www.x.com/lalottery

Instagram: www.instagram.com/lalottery

YouTube: www.youtube.com/playlouisianalottery

Sales Best Practices

There are proven ways to increase your Lottery sales and all of them are simple to implement.

Train staff on Lottery equipment AND games. Lottery players are loyal to retailers who they perceive as offering excellent Lottery customer service. Wish players good luck after their purchase.

Locate your dispensers on the front counter in full view of the customer. Scratch-off games are high impulse-purchase items. If the customer cannot see them readily, they either will not purchase or will not have the ability to make a timely selection while in line.

Keep every dispenser full at all times. Just like empty shelves, an empty dispenser is wasted real-estate and a turn-off to customers who expect variety.

Make full use of the Lottery Point-of-Sale program. Door decals, a front facing Player Advertising Display (PAD) and strategically placed POS all communicate product availability.

Ask for the sale & sell up. Suggestive selling of Lottery tickets is highly effective. Train store clerks to use the following questions when serving adult customers.

- How many Lottery tickets would you like today?
- Would you like your change in Lottery tickets?
- Would you like your winnings in more tickets?
- The jackpot is up to $XX for tonight's drawing! Would you like a ticket?
- Has it been a lucky day? How about a scratch-off?
- Did you remember your Lottery ticket?

Also, upsell the game's add-on or multiplier feature, if applicable.

Cash winning tickets up to the $600 maximum. Cashing players' winning tickets not only earns you an incentive, but it also encourages repeat visits and additional spending in your store.

Promote winners. Players enjoy shopping at lucky stores. Use Lottery provided banners and flyers to announce your store's sale of big winning tickets. Talk it up at the register.

Consider clerk incentives and host store promotions. Sponsor clerk sales contests and incentives to motivate staff to sell. Speak to your Sales Representative about types of in-store promotions that would benefit your store.

Retailer Promotions

The Lottery helps retailers generate store traffic and sales with special promotions and advertises them on its website and social media to drive traffic. In-store promotions can be set up in your parking lot using **LOLA, Louisiana's Onsite Lottery Attraction** – an attention-getting Lottery mobile complete with music and fun. Types of promotions include:

Customer Appreciation Promotions – Wheel of Prizes

The Lottery can supply a staffed promotional trailer outside the retailer location OR a decorated Lottery table inside of the store for a two-hour period. Customers who purchase $15 in scratch-offs from the retailer can spin the Lottery's "Wheel of Prizes" to win Lottery-branded merchandise, such as T-shirts, coffee mugs and other fun items, supplied by the Lottery. It is recommended that retailers supplement these types of promotions with specials of their own. Sometimes these promotions will be held in conjunction with live radio station remotes when available, as part of the Lottery's marketing mix, where radio station personnel broadcast live from the retail location to attract additional traffic.

Second-Chance Drawings

The Lottery can supply promotional gift packs to use for in-store second-chance drawings. Lottery customers can enter their nonwinning tickets purchased at the store for a chance to win a gift pack. In addition to the Lottery gift pack grand prize, retailers can contribute their own prizes, such as a free coffee or fountain drinks, to award on a daily basis to reward frequent customers and keep them coming back. Your Sales Representative can provide a drawing box for players' entries along with a flyer advertising the drawing. There is a preset drawing date; however, the promotional period can be daily or weekly depending on the prize. Retailers are responsible for conducting the drawing and contacting the winner. Second-chance drawings can be used to sell slow-moving tickets, promote a holiday or seasonal ticket or promote higher price point games.

Gift With Purchase

The Lottery can supply low to mid-tier giveaways to the retailer to give to Lottery customers as a gift with a Lottery purchase of usually $15, while supplies last. "Gift With Purchase" promotions can be used to reward regular Lottery customers and as a way to help sell a high-priced Lotto or Powerball ticket generated in error or refused by the original customer. Here are some fun variations of implementing a "Gift With Purchase" promotion.

- **Pick a Prize.** A set of playing cards are modified with prizes listed on them. The customer purchases a certain dollar value in Lottery tickets and gets to pick a card to determine their prize.

- **Buy 5 Get a Prize.** The customer buys $5 or $10 of the particular game being promoted and receives a free Lottery travel mug filled with coffee supplied from the retailer. An alternative way of doing the promotion is to use Lottery branded stadium cups with the retailer filling it with a free fountain drink.
- **Mystery Ticket Promotion.** The Lottery representative selects several tickets in a pack and stamps the back of them. The person who buys one of these receives a prize of Lottery-branded merchandise. A flyer indicating the games with the mystery tickets should be posted to generate interest and sales.
- **Ping Pong.** Numbered ping pong balls corresponding with promotional items are placed into a bag, decorated box, hat, bag or umbrella. With every $5 Lottery purchase, the player picks a ball out to reveal the prize that corresponds to the number on the ball.
- **Clean Out the Dispenser.** This promotion is great for selling out a pack with a small amount left in the dispenser to make room for a new game or new pack. Customers who purchase the set quantities of tickets in the game will receive a special prize.

Special Events

The Lottery sponsors nonprofit, community events that further enrich our state's economic development, arts and culture, in addition to supporting the health and education of our citizens. Many of these include local fairs and festivals where tickets are sold. The Lottery recruits local retailers to participate in these promotions and retailers earn compensation on sales.

What's the best time and day to have a promotion?

Our sales staff has learned that the best day to have a promotion is Friday. During lunchtime (11 a.m. - 2 p.m.) or at the end of the workday (4 - 6 p.m.), when players are more likely to take time to participate.

How do I promote my event?

Create flyers to hang in the stores to remind players of the upcoming promotion. In addition, you may put starbursts on the gas pumps to promote an event or have special clerk contests in which a prize is awarded to the clerk who reminds the most customers about the event in the days leading up to it.

Does the Lottery have to be present at a promotion?

No. The Lottery does not have to be present at the promotion. We will gladly come and help retailers set up promotions, but we don't have to be present when the promotion begins or ends.

Could I partner with another vendor to do a promotion with the Lottery?

Yes. Retailers are encouraged to cross-promote with other vendors. For example, customers who buy $10 worth of Powerball tickets receive a free fountain drink. This technique also helps to sell tickets generated in error. One type of promotion that works well is partnering with your gas vendor to give away so many gallons over the course of an afternoon through live radio remotes. Some retailers have had a drawing for prizes donated by other vendors during the promotion.

Point-of-Sale Program

Lottery games are often impulse purchases, which is why point-of-sale advertising is so important. Customers need to be reminded to purchase right at the time of purchase. The following are standard materials that the Lottery produces to assist retailers in this effort. Item availability and placement decisions are directed by the Lottery based on location sales and traffic patterns.

Licensed Retailer Door Decal

This outward-facing decal affixes to your entrance door to communicate your status as a licensed retailer to those entering your store.

Play Center
23"w x 16d x 74.5"/2.66 sq. ft.

Your Lottery Play Center is a designated spot for players to grab draw-style game playslips and how-to-play brochures on how to play. A writing surface and ADA- compliant clipboard provide a convenient way for players to complete playslips or play scratch-off games.

Play Center Cards, Banners & Writing Surface. These changeable pieces are designed to fit slots on your Play Center. They announce new games, game changes or other important player news.

Counter Mats
These handy mats are placed on the counter near the register to keep the purchase area clean while advertising mass-appeal games or seasonal products.

Dispenser Banners

These pieces adhere to your dispenser to highlight draw-style games or other mass-appeal games. The latest Fast Play Dispenser Menu board should always be displayed atop your dispenser to communicate the current game selection.

We Sold the Winning Ticket Here
Banners & Signs

A banner is typically delivered and hung outside your store when it has sold a large winning ticket. Customers like to frequent stores they perceive as "lucky" and these banners help generate store buzz and product interest.

Grocery Store POS

Retail-specific POS for grocery chains include lane dividers, shopping baskets/racks and directional signs for customer service sales locations.

Terms and Conditions

1. The retailer agrees to operate in a manner consistent with the Louisiana Lottery Corporation Act, applicable federal, state and local laws, rules promulgated by the LLC and these terms and conditions.

2. The retailer agrees to notify the LLC immediately if there is any change in ownership, location or financial status of the entity issued a lottery license. If the retailer is convicted of a crime in any judicial jurisdiction or becomes delinquent in payment or filing of taxes to any authority where the retailer is selling tickets, the LLC must be notified in writing within ten (10) calendar days.

3. The retailer shall prominently display the Official Retailer License and Official Retailer door decal. The retailer agrees that tickets may be sold only at the licensed location, and the license may not be transferred.

4. The retailer agrees to use a ticket dispenser for the sale of tickets in a prominent location near the cash register or checkout. An equipment deposit may be required for any dispensers or other equipment provided to the retailer by the LLC.

5. The retailer agrees to prominently display point-of-sale materials provided by the LLC, including door decals, game posters, display tickets, danglers, change mats, and lighted interior signs, unless exceptions are obtained in writing from the LLC.

6. The retailer agrees to make lottery tickets available for sale during the retailer's normal business hours and provide for the redemption of winning tickets during the same hours, subject to LLC operational limitations for validation approvals. The retailer may not charge a fee or surcharge as a condition of redemption.

7. The retailer agrees to pay any prize of $50.00 or less.

8. The retailer agrees to obtain a bond, letter of credit or another financial guarantee, or participate in a self-bonding program established by the LLC.

9. The retailer agrees to notify the LLC within 24 hours of any lost, missing or stolen tickets. The retailer is responsible for all tickets delivered upon acknowledgment of receipt. The retailer shall provide reasonable security for all tickets and LLC property.

10. Failure of a retailer to order and/or accept delivery of instant tickets for any sixty (60) day period may result in a suspension and a thirty (30) day probation period.

11. The retailer agrees to maintain accurate and complete records of all transactions with the LLC and to make such records available to authorized representatives of the LLC during normal business hours.

12. The retailer agrees to offer no less than four (4) instant games for sale to the public at all times if four (4) or more games are available from the LLC. Retailer agrees that the aggregate number of dispensers will be determined by the Lottery using sales analysis. Tickets may not be sold to anyone under 21 years of age.

13. The retailer agrees to make a full financial settlement with the LLC for all tickets received in a timely manner as prescribed by the LLC. The retailer agrees to maintain an electronic funds transfer account in an institution insured by the FDIC. The account will be capable of electronic funds transfer for making payments of all sums due to the LLC and receiving credits from the LLC. In the event the retailer maintains more than one EFT account, any account may be used to satisfy all amounts due to the LLC.

14. The retailer acknowledges that the funds collected herein through the sale of lottery products or any other game offered by the LLC, constitute property of the LLC, and that any terminals, equipment, supplies, or promotional material provided by the LLC, is at all times herein property of the LLC. Further, the retailer acknowledges that the funds collected on behalf of the LLC shall not be subject to pledge, mortgage, hypothecation, loan, or encumbrances, to any third party.

15. The retailer agrees to notify the LLC of any change in its credit facility, loan structuring or refinancing of its business entity, within thirty (30) days of said change.

16. The retailer shall notify any lender or issuer of credit, that funds collected as a result of the sale of lottery products, are not part of any collateral offered to creditor to secure financing, or additional lines of credits issued to retailer, and as such are specifically exempted from any calculation of value of collateral by any creditor providing or issuing credit to retailer.

17. The retailer acknowledges that he has a fiduciary responsibility to hold all funds collected on behalf of the LLC, in trust as set forth in La.R.S 47:9055, et seq.

18. Skimming of lottery proceeds is the intentional excluding, or the taking of any action in an attempt to exclude, anything or its value from the deposit, counting, collection, or computation of gross revenues or net proceeds from lottery activities, and constitutes a crime as provided in La.R.S. 47:9073.

19. Tickets may not be sold for more than the price established by the LLC.

20. Any contract executed by the LLC, at the discretion of the President, may be canceled, suspended, revoked, or terminated by the LLC for reasons which shall include but not be limited to:

    a. Commission of a violation of the Retailer Regulations, the Louisiana Lottery Corporation Law or administrative regulations adopted pursuant thereto or other provisions of Louisiana Law.

b. Failure to accurately account for lottery tickets, revenues, or prizes as required by the LLC.
c. Commission of any fraud, deceit, or misrepresentation.
d. Insufficient sale of tickets.
e. Conduct prejudicial to public confidence in the LLC.
f. The retailer filing for or being placed in bankruptcy or receivership.
g. Any material change in any matter considered by the LLC in executing the contract with the retailer.
h. Failure to meet any of the objective criteria established by the Board of Directors pursuant to the Retailer Regulations.

21. The retailer understands that the retailer will receive a commission of five percent of net sales of lottery games sold at the licensed location.

22. The retailer agrees to pay any weekly communications charge which may be assessed for each online gaming terminal installed at the licensed retail outlet.

23. The retailer acknowledges that pursuant to Article C, Section 1. of the Louisiana Lottery Corporation On-Line Retailer Selection Policy Statement, "The Corporation shall review the performance and profitability of the On-line Retailers on a periodic basis. The Corporation reserves the right to terminate the retailer's status as an On-line Retailer for purpose of relocating the terminal to a more profitable retailer location."

24. The retailer agrees to send at least one person to training sponsored by the Corporation. The Corporation, at its discretion, may waive this requirement for Retailers who have previous lottery experience.

25. Prior to executing this contract, the retailer has reviewed the following enactments:

a. Louisiana Lottery Corporation Law, La. R.S. 47:9000 et seq.
b. Louisiana Lottery Corporation Retailer Regulation LAC 42 XV
c. Louisiana Code of Governmental Ethics, La R.S. 42:1101 et seq.

Glossary of Terms

Activation

Procedure the retailer performs on their Lottery equipment to begin selling a pack of instant scratch-off tickets. The activation process changes the pack status in the central computer system from an inactive state to an active status so that instant scratch-off tickets sold from the pack may be validated for prize payment. Some retailers choose to have the net cost of the pack of tickets billed to their Lottery account immediately at the time of the activation.

Adjustment Request Form

A form completed by the retailer, sent to the Accounts Receivable Department along with instant scratch-off or Online (draw-style) ticket(s), to file a claim requesting an adjustment to their Lottery account in the event of misprinted tickets, defective or damaged tickets and in certain circumstances, those printed in error and refused by the player.

Americans With Disabilities Act (ADA)

The Americans with Disabilities Act is a federal law. It bars discrimination against people with disabilities by public accommodations, commercial facilities, employers, local and state government, and transportation systems.

Barcode

Barcodes are printed on both instant scratch-offs and draw-style game tickets. They are scanned during the computer validation process. They are located on the back of an instant scratch-off ticket, and located on the bottom front of the draw-style game ticket.

Claim Period

An amount of time, established by law, that the holder of a winning Lottery ticket is entitled to claim a prize. For instant scratch-off games, the period is 90 days after the announced end of the game. For draw-style games, the claim period is 180 days after the drawing in which the prize is won.

Confirmation

A security procedure the retailer performs on their Lottery equipment upon receiving a shipment of scratch-off packs. The confirmation process allows the Lottery's computer system to recognize the retailer is in possession of the inventory. The inventory remains in an inactive state however, until it is activated. The system will allow not retailers to activate packs of tickets for sale unless the order has first been confirmed.

Defective Tickets

Misprinted instant scratch-off tickets with blurred or missing information in the play area or latex that cannot be removed, or damaged because tickets are stuck together.

Draw Break

A break in sales for draw-style games so that all wagers can be accurately accounted for and entered into the upcoming drawing. Draw-breaks occur on the draw night of the game, from 9-10 p.m. for Powerball and Mega Millions and for a few minutes beginning at 9:30 for all other games.

Draw-style Game

A Lottery game in which a player selects or receives a set of numbers on a ticket and then must wait for a drawing conducted at a later time to determine whether and what prize is won based on the individual game's play types, numbers matched and prize tiers. Tickets print from the Lottery's terminal system on ticket stock.

(EFT) Electronic Funds Transfer

A method of transferring funds used by the Lottery to receive money from the retailer for payment of Lottery tickets. The Lottery will notify its bank of balances owed by each retailer and those funds will be "swept" electronically from the retailer's bank account into the Lottery's account. If there is a credit balance due the retailer, funds will be deposited from the Lottery's account into the retailer's bank account during the "sweep."

Exchange Ticket

A replacement ticket given to the customer at no charge. It prints automatically after the validation receipt following a successful draw-style game ticket validation. The ticket has the same format and number selections as the original ticket but will only be valid for the number of draws remaining from the date of the validation.

Fast Play

A collection of instant-win game that prints directly from the Lottery's terminal on ticket stock featuring different play styles and price points.

Instant or Scratch-Off

This is a Lottery game that features a colorful, preprinted ticket containing a play area with symbols hidden under a latex covering. The player removes the latex to determine "instantly" if a prize has been won. Instant game and scratch-off game are used interchangeably.

Liability Limit

A cap on the amount of potential prize payout liability the Lottery will accept for wagers of Pick 3, Pick 4 and Pick 5. Once this liability has been reached, sales will cease for that particular number combination and a terminal message to that effect will display when a retailer attempts to generate a wager with those numbers.

(LLC) Louisiana Lottery Corporation

The abbreviation of and the legal game of the Louisiana Lottery Corporation.

Lottery Retailer Hotline: 1-800-235-2946

Personnel are available Monday through Friday, 8 a.m. to 5 p.m., to assist with questions and concerns.

Misprinted Ticket

A draw-style game ticket that is unreadable or missing part of the necessary ticket format features. This may include a ticket too light to read, a ticket with overlapping lines of data, or a ticket missing data due to a paper miss-feed or the terminal cutting the paper at the wrong place.

Multidraw

A draw-style game ticket option that makes plays on the ticket valid for more than one consecutive drawings. The number multidraws available is dependent upon the game. The number of multidraws purchased is reflected on the ticket.

(NSF) Non-sufficient Funds

NSF indicates that there were not enough funds in a retailer's account to pay the full amount due the Lottery when the EFT "sweep" occurred.

Online Game

Also called a terminal-based game, which include both draw-style games and Fast Play games. The term Online game is used because the player's selection is made at a retailer's location through a special terminal and transmitted immediately (online) to the central Lottery computer via satellite.

Pack Settlement

A billing option available to the retailer that, under certain conditions, allows additional time between the activation of a pack of instant scratch-off tickets, and the billing of that pack of tickets.

Pack/Ticket Number

These are numbers assigned to individual instant scratch-off tickets during the printing process. It is a combination of a unique 6-digit number assigned to the pack or book of tickets, plus a 3-digit number that identifies the ticket within the pack.

Playslips

Strips of paper used by the player to enter draw-style game selections, including numbers and other game options. Each game has its own playslip. Playslips are fed into the terminal's camera scanner tray for generating tickets. Playslips are housed in the retailer Play Center and stocked by the Lottery's vendor.

(POS) Point-of-Sale

Point-of-Sale material is used to advertise Lottery products at retailer. Stores are provided point-of-sale materials free of charge by the Lottery. Also referred to as P.O.P (Point of Purchase).

Progressive Jackpot

A jackpot that keeps growing in real-time based on a portion of sales from one or more terminal-based instant-win (Fast Play) games.

Quick Pick

A method of draw-style game number selection in which the player opts to have the Lottery's gaming system randomly generate the numbers. A wager is also said to be a quick pick if the numbers were generated this way. Quick picked numbers are designated on the ticket with the abbreviation QP.

QR code

A special digital "quick reference" code that can be scanned with a smartphone or mobile device camera to access online information, including website, videos, documents, and app store download pages.

Retailer

Any person with whom the Lottery has contracted to sell its products to the public. Retailers are required by law to conform to criteria established and approved by the Lottery. The criteria are incorporated into the Terms and Conditions of the Retailer License. The term "Agent" is used in several other state lotteries to describe retailers.

Sales Representative

The Lottery representative who is responsible for visiting retailer outlets to assist with point-of-sale material placement, promotions and ticket handling. Sales Representatives are assigned to geographical areas.

Sales Support Staff

The Lottery staff responsible for ordering inventory for retailers on a weekly basis, answering questions, supporting Sales Representative and Regional activities.

Terminal

The term describes the equipment at the retailer's location used to create certain game tickets (draw-style games and Fast Play games) and validate winning tickets for all Lottery products.

Validation

The processing of a winning ticket through the Lottery's central computer system for paying the ticket owner a prize. The computer validation system will only apply credit in the amount of the prize once per ticket to a retailer's Lottery account.

VIRN *(also called Validation Number)*

Void-**I**f-**R**emoved-**N**umber. Unique number on an instant scratch-off ticket, used during the validation procedure of the ticket, and located underneath the latex scratch-off material.

NOTES

Retailer Hotline:
800-235-2946

Lottery Offices

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

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

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

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

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

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

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

LOUISIANA LOTTERY CORPORATION

louisianalottery.com/retailers