

# SALES FORCE

MAY 2015



It's May 2015! This is your Sales Force retailer newsletter from the Arkansas Scholarship Lottery intended to keep our lottery partners up-to-date on our games. Have a great month!

## SPRING INTO OUR MAY PLAYER PROMOTION!

**BUY A \$5**  
**GET A \$1**



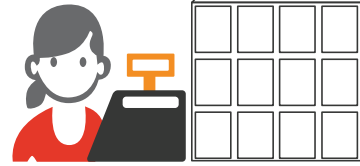
**FREE**



## RETAILERS SEE SALES INCREASE WITH DISPENSERS

A study of 29 Valero retailers across the state shows better ticket sales at all locations that use on-counter instant ticket towers. Elsewhere, according to an article from HKC Consulting, Kansas lottery retailers who moved tickets from in-counter displays onto the front counter reported dramatic instant scratch game sales increases of as much as 77 percent.

### INSTANT TICKET TOWER



Woods Mini Mart in Lawrence showed instant sales increases of: **63%** ↑

TJ's Express in Topeka had sales increases of: **77%** ↑

### IN-COUNTER DISPLAY



Similar store nearby: **35%** ↓

Another store in the neighborhood: **3%** ↑

The test stores had all their games displayed in in-counter units before moving games to on-counter dispensers. If you have in-counter displays and would like to try on-counter dispensers, contact your MSR.



## HOW'S YOUR STORE LOOK?

Retailers, we are seeking photos of the best and brightest employees and retailer locations to be featured in Sales Force. If any of the below criteria fit your location, alert your MSR:

**RETAILER EXTERIORS**-Have you made the effort to improve your exterior and broadcast you sell lottery?

Do you have the best winner-awareness display around?

**RETAILER PROMOTIONS**-Have you promoted the lottery or new games in your location really well?

**EMPLOYEES**-Do you have a go-to employee who "gets" the lottery, or employees who have also been big winners?

**POS**-Have your employees done something creative with ASL point-of-sale materials at your location?

**TO SUBMIT, CONTACT  
YOUR MARKETING SALES  
REPRESENTATIVE.**

# MAY IT BE A GOOD MONTH!

Note: These games launch May 5.



### \$1 Triple Payout

Win up to \$2,000

Overall Odds: 1 in 4.60

Top Prize Odds: 1 in 480,000



### \$2 Pinball Payout

Win up to \$20,000

Overall Odds: 1 in 4.01

Top Prize Odds: 1 in 480,000



### \$3 Jumbo Bucks Bingo

Win up to \$75,000

Overall Odds: 1 in 3.57

Top Prize Odds: 1 in 600,000



### \$5 Double Win

Win up to \$100,000

Overall Odds: 1 in 3.55

Top Prize Odds: 1 in 420,000



### \$10 Maximum Money Game Pack

Win up to \$250,000

Overall Odds: 1 in 3.02

Top Prize Odds: 1 in 390,000

Also, the Fast Play game **Fish Finder** launches May 4.

## THE DAYS ARE NUMBERED FOR THESE ASL GAMES

Note: The last day to redeem is also the final Play It Again™ entry deadline for that game.

### LAST DAY TO REDEEM: 5/12/2015

- \$1,000,000 Riches
- Diamond 7's
- Hit \$200
- 100X The Cash
- Money Matters
- Buckaroo
- Duck Dynasty®
- Fireball 7's

### LAST DAY TO SELL: 5/14/2015 LAST DAY TO REDEEM: 8/12/2015

- Hundreds of Dollars
- I Love Cash
- Kings of Cash
- Cash Word
- Spooky Cash
- Happy Holidays
- Winter Wishes
- Winner Green

### LAST DAY TO REDEEM: 6/29/2015

- Hit \$500
- Queen of Diamonds
- Extreme Jumbo Bucks
- \$100 Grand
- Quarter Million Jackpot
- Spicy Hot 7's

### LAST DAY TO SELL: 7/2/2015 LAST DAY TO REDEEM: 9/30/2015

- Bankroll Bingo
- Sizzlin' 7's
- Hunting for Hundred\$
- Fully Loaded!
- Great 8's
- Double Match
- \$10,000 Pay Day

Also, the Fast Play games **Jumbo Bucks** and **BlackJack** end May 3; the Fast Play games **Bingo** and **Crazy 8's** end May 31.

# MAY BE NICE!

The Arkansas Scholarship Lottery game of the month for May is **Bejeweled**,® worth triple the multiplied Points for Prizes® all May long.



There's usually a different Arkansas Scholarship Lottery game(s) with multiplied Points for Prizes® points each month, so make sure and have that game available for your players. Remind your lottery players to check out the various prizes available through Points for Prizes®, and to visit [myarkansaslottery.com](http://myarkansaslottery.com) for details.

Bejeweled and the associated logo are trademarks of Electronic Arts Inc. ©Bejeweled images and artwork, Electronic Arts Inc.

## RETAILER LIMELIGHT



Bald Knob's Tobacco Superstore #69 store clerk Brenda Jo Harrison (left) and assistant manager Cheryl McCall.

**Location:** Tobacco Superstore #69, 2700 Hwy. 367, Bald Knob (White County).

**Store open since:** For quite some time. In fact, the store was previously a Jr. Food Mart long ago, and still retains the gas pumps, though they aren't used. "I remember it from grade school," Harrison said.

**Arkansas Scholarship Lottery retailer since:** A few years.

**Favorite game for customers:** Ten-dollar scratch-offs, 25X The Money, Make My Day/Month/Year -- "and they love 5th Anniversary Millions," McCall said. "We're ready for a winner here," Harrison added.

**Store specialty:** This location sports a brand-new drive-through, glass pipes, e-cigs, vapor, incense, all kinds of tobacco, and even some grocery items like soap, soda, snacks and paper towels.