

# LOTTERY LINKS

NEWS AND IDEAS FOR LOTTERY RETAILERS

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Lottery Links is sent to licensed retailers, Lottery Advisory Commission members, vendors and other interested parties. Lottery Links is available on the website at [LOTTERY.ND.GOV](http://LOTTERY.ND.GOV).

## INSTANT LUCK BACK BETTER THAN EVER!

Beginning June 2, players who buy a 3-play, single draw Lucky for Life ticket for \$6 get a chance to instantly win a FREE \$2 Lucky for Life ticket, \$20, or \$200! In recognition of the North Dakota Lottery's 20<sup>th</sup> Anniversary, *Instant Luck* cash prizes have DOUBLED!

Will your store make the "Top 5" for this promotion? To sell more tickets, make sure you know the promotion details.

*Instant Luck* winners will be chosen at random. If a player is an instant free ticket winner, their free \$2 ticket will print immediately after their purchased ticket. If a player is a \$20 or \$200 instant winner, a respective coupon will print.

To receive credit for cashing an instant cash winner, coupons must be scanned through the lottery terminal in the same manner as any other winning lottery ticket. Encourage players to sign the back of their coupons.

Stores will receive credit for all scanned and cashed coupons, as well as the free \$2 Lucky for Life tickets. Preprinting *Instant Luck* transactions is strictly prohibited. Complete details and official rules can be found at [LOTTERY.ND.GOV](http://LOTTERY.ND.GOV).



# DIRECTOR'S MESSAGE



This is the North Dakota Lottery's 20th year in operation. In its first two decades, players have won over \$179 million in prizes. The highest winnings won by North Dakota Lottery players have been two \$3 million prizes and thousands of lower tier prizes. In addition, since 2004, the Lottery contributed \$124 million to the North Dakota State General Fund, along with \$4.9 million to compulsive gambling prevention and treatment, \$8.2 million toward a drug fighting task force, and \$2.7 million to a state litigation fund.

Thank you to licensed retailer locations that have partnered in offering lottery games to customers these past two decades and welcome to the retailers that began selling lottery products after 2004. Retailers are key partners with the Lottery. Besides receiving a sales commission, since 2006 the Lottery has provided a bonus commission to retailers for selling jackpot and high-tier prize winning tickets. During the last two-year budget, retailers received commissions of \$3.18 million, including bonuses of \$79,750. Retailer commissions since inception are \$26 million.

North Dakota Lottery players have enjoyed a winning streak of big wins in the Powerball®, Mega Millions®, and 2by2® games. While the North Dakota Lottery has not awarded any billion-dollar prizes, it paid dozens of winners many tens of thousands of dollars in prizes. Whether or not the winners release their names, the Lottery highlights the news on lottery screens, in social media and sometimes with press releases. The buzz that is generated demonstrates there are lucky ticket buyers from small towns and big cities all over North Dakota. Players knowing

there are local winners make it "real" for people and keep them interested. This excitement keeps repeat players engaged and encourages new customers to buy tickets in your stores.



Amazing jackpots in the Lottery games has led to a lot of interest and strong ticket sales. The chance at big jackpots brings customers into stores. North Dakota players have the same chance of winning as ticket buyers anywhere in the country - neither the size of the jackpot nor number of tickets sold impact a ticket's chances of being a winner.

Stores should utilize the Lottery's customer service specialists to ensure employees are properly trained, that locations have the tools and promotion materials to help optimize sales. If you have any problems with lottery equipment, please call Scientific Games' 24-hour hot-line at 1-866-719-2699. The toll-free number is also posted on terminals. Immediately report problems, both to initiate a record of the incident and to address the issue in a timely manner and keep lottery equipment functioning. Maybe the next big winning ticket will be sold from the terminal in your location!

*Sam D. Paule*

## RETAILER BONUS STRUCTURE

Did you know that when you sell a large tier prize, the retailer earns a BONUS commission!?!? Selling an add-on like Power Play, Megaplier, and All Star Bonus earns an additional bonus!

### POWERBALL®

Prize	Bonus	Additional Bonus
Grand Prize	\$50,000	Additional \$50,000 with Power Play
\$1,000,000	\$5,000	Additional \$5,000 with Power Play
\$50,000	\$1,000	Additional \$1,000 with Power Play

### MEGA MILLIONS®

Prize	Bonus	Additional Bonus
Grand Prize	\$50,000	Additional \$50,000 with Megaplier
\$1,000,000	\$5,000	Additional \$5,000 with Megaplier
\$10,000	\$500	Additional \$500 with Megaplier

### LOTTO AMERICA®

Prize	Bonus	Additional Bonus
Grand Prize	\$5,000	Additional \$5,000 with All Star Bonus
\$20,000	\$500	Additional \$500 with All Star Bonus

### LUCKY FOR LIFE®

Prize	Bonus
\$1,000/day FOR LIFE	\$25,000
\$25,000/year FOR LIFE	\$2,500
\$5,000	\$250

### 2BY2®

Prize	Bonus
\$22,000 Jackpot	\$500
\$44,000 Jackpot	\$1,000

## CASH DASH MAKES A SPLASH!

Cash Dash returned in February and players were excited! During the promotion, total lottery sales increased over 13.3% when compared to comparable jackpot sales. Players won \$46,130 in instant prizes, including twelve (12) \$500 instant winners! Thank you to all our retailers and associates for your hard work and dedication in making this year's Cash Dash a success!

The Top 5 North Dakota Lottery retailers that had the most instant winners:

1. M&H Gas #13 - Mandan
2. Marketplace Food & Drug (S. Brdwy) - Minot
3. Family Fare Supermarket #103 - West Fargo
4. Family Fare Supermarket (North) - Bismarck
5. Broadway Marketplace Foods - Minot



## TERMINAL RELOCATION?

If you are planning a remodel or just need your lottery terminal(s) moved, **please contact the North Dakota Lottery office a minimum of one week in advance (701.328.1574).**

Do not disconnect or move any lottery equipment. Upon notification, a qualified representative from the lottery's online gaming system will contact the retail location and work with the retailer to address the store's needs.



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# TOP 60 CASH DASH PROMOTION RETAILERS

NORTH DAKOTA LOTTERY  
PLAYERS CLUB OFFICIAL MOBILE APP



iPhone (iOS): Available on  
the App Store®

/NDLottery

@ND\_Lottery

NORTH DAKOTA LOTTERY  
PLAYERS CLUB OFFICIAL MOBILE APP



Android: Our app is now  
available on Google Play

**LOTTERY.ND.GOV**

Rank	Retailer	Rank	Retailer	Rank	Retailer
1	M&H Gas #13 - Mandan	21t	Bjornson's Travel Center - Devils Lake	41	Cash Wise Foods #3049 - Jamestown
2	Marketplace Food and Drug - Minot	21t	Cash Wise Fuel #3051 - Bismarck	42	Hornbacher's Gateway West #2690 - West Fargo
3	Family Fare Supermarket #103 - Dickinson	23	Cash Wise Foods #3012 - Fargo	43	Family Fare Supermarket #3130 - Mandan
4	Family Fare Supermarket (North) - Bismarck	24	Arrowhead Marketplace Foods - Minot	44	Gustafson Oil - Bottineau
5	Broadway Marketplace Foods - Minot	25	M&H Gas #25 - Minot	45	Hugo's #3 (13th Ave N) - Grand Forks
6	Rosie's Food and Gas - Dickinson	26	Superpumper #80154 - Rugby	46	Cash Wise Foods #3045 - West Fargo
7	Hornbacher's Village West #2693 - Fargo	27	On the Run/Superpumper #80139 - Bismarck	47	Cash Wise Foods #3042 - Watford City
8	M&H Gas #15 - Jamestown	28	Hornbacher's Osgood #2689 - Fargo	48	Cash Wise Foods #3044 - Dickinson
9	Cash Wise Foods #3020 - Bismarck	29	1 Stop Market - Belcourt	49	Hornbacher's Southgate #2687 - Fargo
10	Neighborhood Grocery and Gas - Jamestown	30	North Hill Marketplace Foods - Minot	50t	Petro Serve USA #065 - Casselton
11	Pit Stop LLC - Dickinson	31	Kum & Go #801 - Bowman	50t	One Stop - Watford City
12	Family Fare Supermarket (South) - Bismarck	32	Hugo's #9 - Jamestown	50t	Circle K/Holiday Stationstore #2746420 - Bismarck
13	Hugo's #8 (32nd Ave) - Grand Forks	33	Pony Express Shell - Bismarck	50t	Albertson's #2028 - Williston
14	Cash Wise Foods #3043 - Minot	34t	Family Fare Supermarket (25th St) - Fargo	50t	Hornbacher's Northport #2685 - Fargo
15	Family Fare Supermarket (Yorktown Dr) - Bismarck	34t	Patriot Fuels of Carrington - Carrington	55	Horizon Market - Bismarck
16	Superpumper #80104 - Williston	36	Farmers Union Oil - Bottineau	56	Circle K/Holiday Stationstore #2746189 - Devils Lake
17	Simonson Station Store #3 - Grafton	37	Simonson Station Store #4 - Minot	57t	Kum & Go #816 - Minot
18	Red Carpet/Superpumper #80242 - Bismarck	38	Hornbacher's Express #2692 - Fargo	57t	Circle K/Holiday Stationstore #2746431 - Minot
19	Leevers Foods (North) - Devils Lake	39	M&H Gas #34 - Williston	59	Cenex - Hazen
20	The Hub Convenience Store #2 - Beulah	40	Barney's C-Store - Mandan	60	On the Run/Superpumper #80143 - New Town