

LOTTERY LINKS

NEWS AND IDEAS FOR LOTTERY RETAILERS

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MONEY MEDAL MADNESS RETURNS!

This Fall, the North Dakota Lottery is excited to bring back the lottery promotion *Money Medal Madness!* September 3rd through September 30th, players who purchase a single draw, three play Lotto America with All Star Bonus ticket (\$6 value) get a chance to instantly win a BRONZE MEDAL (*FREE* \$2 Lotto America with All Star Bonus ticket), SILVER MEDAL (\$10 cash) or GOLD MEDAL (\$100 cash)!

Will your store make the "Top Sales" honors for this promotion? To sell more tickets, make sure you know the promotion details. 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 \$10 or \$100 instant winner, a respective coupon will print. The winning ticket will have the respective "medal" printed on it for easy notification.



To receive credit for cashing an instant cash winner, the coupon *must be* scanned through the lottery terminal in the same manner as a 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 Lotto America tickets. Preprinting Money Medal Madness transactions is strictly prohibited. Complete details and official rules can be found at LOTTERY.ND.GOV.

Lottery Links is provided free to licensed retailers, Lottery Advisory Commission members, vendors and other interested parties. Lottery Links is available on the website at LOTTERY.ND.GOV.

ASK FOR

INSTANTLY WIN UP TO \$100!

Buy a 3-play Lotto America with All Star Bonus ticket for \$6 and you could instantly win!

SEPTEMBER 3 - 30

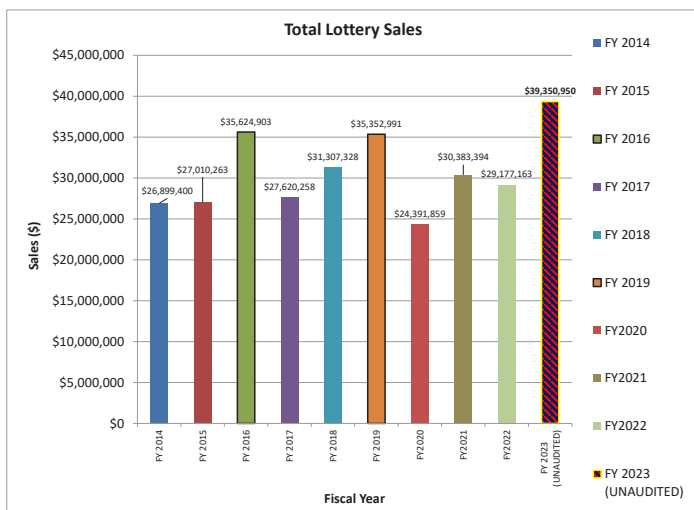
IMAGINE THE POSSIBILITIES!

LOTTERY.ND.GOV
PLEASE PLAY RESPONSIBLY.

DIRECTOR'S MESSAGE



The last fiscal year was a record for the North Dakota Lottery and its partner retailers. The Lottery documented unaudited ticket sales of \$39.35 million in fiscal year 2023, which ended on June 30. These were the highest sales in the Lottery's 20-year history. Previous record years were \$35.62 million in 2016 and \$35.35 million in 2019.



The efforts of the 450 lottery retailers, selling tickets for players' entertainment and chance to win a life-changing jackpot, is key to the Lottery's success. While some lottery players use the internet or mobile devices to purchase tickets, nearly 90% of North Dakota Lottery ticket sales continue to be made from brick-and-mortar retailers in small and large communities across the state. This is truly 'shopping local' and keeps dollars flowing in North Dakota communities.

Besides the increased store traffic, as lottery players try for their chance at major jackpots, retailers earn commissions on the sale of tickets

and a chance at a bonus for selling a high-tier winning ticket. In fiscal year 2023, \$1.77 million was paid to lottery retailers as sales commissions. Retailers that sold high-tier winning tickets also earned \$35,500 in bonus commissions in fiscal year 2023.

The North Dakota Lottery organizes promotions and buys advertising on traditional ad mediums such as TV, radio, and billboards. We also use social media, targeted electronic marketing, and a robust Customer Relationship Management (CRM) program to keep lottery top-of-mind and drive traffic to stores. Friendly store clerks and convenient purchase options are additional key drivers for players' preference to play lottery inside your stores.

Over the next two years, the Lottery will be introducing new terminals, screens, and tools to retail partners, with advanced tools to bring lottery play options to the players. As a key partner, the North Dakota Lottery will continue to work with retailers to maintain the impressive sales that, together, we've enjoyed over this past year.

Remember that Lottery Customer Service Specialists are available to assist with all Lottery products, rules, promotions, and information. Never hesitate to call the Lottery office with any questions or comments at 701-328-1574 or toll free at 877-635-6886.

INSTANT LUCK FLASH PROMOS

The Instant Luck FLASH Promotions ran for one week in April, May, and June. Lucky for Life sales increased 44.47%, or \$135,390, over the three weekly promotions, reaching a total of \$367,944 in total sales. Players won over \$18,800 in instant prizes including 6,817 Free Tickets (\$2 Value), 256 \$10 cash prizes, and 27 \$100 cash prizes.

Did your store rank in the Top 5 across the state? Check out the “Top 5” North Dakota Lottery retailers with the most instant winners:

1. M&H Gas #13 - Mandan
2. On The Run #80139 (N. 19th St.) - Bismarck
3. Family Fare Supermarket #103 - West Fargo
4. Rosie’s Food and Gas - Dickinson
5. Cash Wise Foods #3043 - Minot

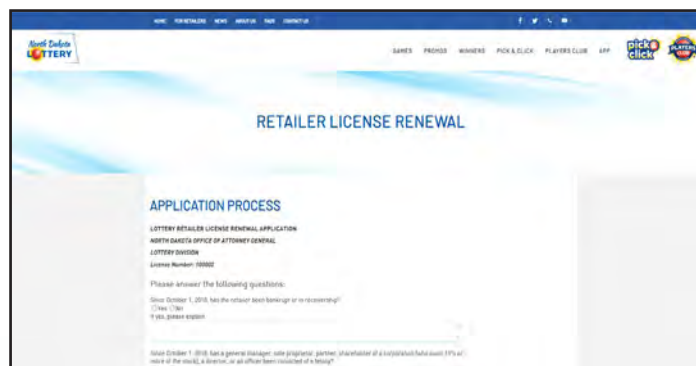
Not on the list? Check the back of this newsletter and see if you made the Top 60!

LICENSE RENEWAL PROCESS

The North Dakota Lottery retailer license renewal process will be available, online, August 1, 2023.

Retailers will be able to complete the license renewal process online for the upcoming renewal year at the North Dakota Lottery website. All required information must be completed and submitted at Lottery’s website (LOTTERY.ND.GOV).

Watch for more information coming in late July. If you have any questions regarding the license renewal process, please call the ND Lottery office at 701-328-1574.



LOTTERY TIDBITS

- RETURN ALL TICKETS TO PLAYERS: Per Lottery Administrative Rule 10-16-03-07 Section 2, retailers are to return all winning and non-winning lottery tickets back to the player.
- Give all customer receipts to the player.
- Keep all retailer receipts for the store’s records.
- NO CREDIT: Credit cards cannot be used to purchase tickets.
- No credit will be issued to retailers for misprinted tickets due to operator error.
- Valid misprinted tickets may be sold to players before the draw occurs.
- Lottery tickets cannot be voided, canceled, or refunded.
- Problems with your lottery terminal? Call the 24-hour terminal assistance hotline located on the front of your lottery terminal (1-866-719-2699).
- Use confirmation screens before printing tickets.
- If you are planning any construction that may impact any lottery equipment, please contact the lottery office at least two (2) weeks in advance (701.328.1574). Retailers should not disconnect or move any lottery equipment. Upon notification, a qualified representative will contact the retailer to address the store’s needs.

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INSTANT LUCK TOP 60 INSTANT LUCK PROMOTION RETAILERS INSTANT LUCK

NORTH DAKOTA LOTTERY
PLAYERS CLUB OFFICIAL MOBILE APP



iPhone (iOS): Available on the App Store®

/NDLottery

@ND_Lottery

LOTTERY.ND.GOV

NORTH DAKOTA LOTTERY
PLAYERS CLUB OFFICIAL MOBILE APP



Android: Our app is now available on Google Play

Rank	Retailer	Rank	Retailer	Rank	Retailer
1	M&H Gas #13 - Mandan	21	Dan's SuperMARKET #6 - Mandan	40t	Hook, Line & Sinker - Beulah
2	On the Run #80139 - Bismarck	22	Pit Stop LLC - Dickinson	42	Dan's SuperMARKET #14 (Yorktown Dr.) - Bismarck
3	Family Fare Supermarket #103 - West Fargo	23t	Simonson Station Store #6 - Williston	43t	Good Oil Co. - LaMoure
4	Rosie's Food and Gas - Dickinson	23t	M&H Gas #15 - Jamestown	43t	Red Carpet #80241 - Bismarck
5	Cash Wise Foods #3043 - Minot	25	On the Run #80143 - New Town	45t	Arrowhead Marketplace Foods - Minot
6	Town & Country Coop - Finley	26	Allied Energy/CENEX - Edgeley	45t	Simonson Station Store #16 - Bismarck
7	Dan's SuperMARKET #2 (North) - Bismarck	27	Superpumper #80104 - Williston	47	New Century Ag - Crosby
8	Dan's SuperMARKET #3 (South) - Bismarck	28	Hugo's #8 - Grand Forks	48	Petro Serve USA #073 - Valley City
9	Cash Wise Foods #3020 - Bismarck	29t	Cenex C-Store - Jamestown	49t	Petro Stopping Center #61 - Fargo
10	Red Carpet #80242 - Bismarck	29t	The Hub Convenience Store #2 - Beulah	49t	Marketplace Food and Drug (S. Broadway) - Minot
11	Cash Wise Foods #3012 - Fargo	31	M&H Gas #22 - Dickinson	49t	Red Trail Petro - Mandan
12	Barney's C-Store - Mandan	32	Hornbacher's Village West #2693 - Fargo	52t	Pony Express Shell - Bismarck
13	Patriot Fuels of Carrington - Carrington	33	M&H Gas #34 - Williston	52t	Enerbase Corner Express Cenex - Minot
14	Simonson Station Store #8 - Wahpeton	34	On the Run #80149 - Bismarck	54	Westside Fuel - Williston
15	Broadway Marketplace Foods - Minot	35	Cash Wise Foods #3042 - Watford City	55	Cash Wise Foods #3045 - West Fargo
16	Enerbase North Hill Cenex - Minot	36t	Family Fare Supermarket #115 - Fargo	56	Hornbacher's Express #2692 - Fargo
17	Cash Wise Foods #3044 - Dickinson	36t	Dan's SuperMARKET #12 (Turnpike Ave.) - Bismarck	57	Western Choice Cenex - Killdeer
18	Cenex General Store - Dickinson	38	Neighborhood Grocery and Gas - Jamestown	58	M&H Gas #25 - Minot
19	Simonson Station Store #4 - Minot	39	Petro Serve USA #071 - Valley City	59t	Dakota Sq. Tesoro - Minot
20	Parshall Cenex - Parshall	40t	Simonson Station Store #3 - Grafton	59t	Eagles Landing C-Store - New Town