



3RD QUARTER 2015

# LOTTERY LINKS

NEWS AND IDEAS FOR LOTTERY RETAILERS

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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](http://LOTTERY.ND.GOV).

## POWERBALL - A LIFE CHANGER

North Dakota Powerball has been changing lives in North Dakota since 2004. Over the last 11 years, North Dakota Powerball players have won over \$39 million; including 30 Match 5 Powerball winners! This includes the most recent Powerball with Power Play winner from Williston who won a life changing \$2 million on September 5.

Beginning October 4, Powerball will be **bigger and better**. With a change to the game matrix, Match 4 + 1 prizes will increase from \$10,000 to \$50,000. In addition to this increase, a 10X multiplier will be available for Power Play when advertised jackpots are \$150 million or less. When the 10X multiplier is available, it makes the Match 4 + 1 prize worth up to \$500,000!

The North Dakota Lottery, in partnership with the Powerball Group, will be part of a national branding campaign. The North Dakota Lottery has several TV and radio ads in queue that will re-ignite the excitement for Powerball by focusing on the thrills that come with the idea of hitting the jackpot. The Lottery will be using several messages such as: "THE ABILITY TO DO WHATEVER, WHENEVER" and "EVERY JACKPOT IS A LIFE CHANGER."

Be sure to look for the TV, radio and digital billboard ads that will appear all across the state. Remember to ASK FOR THE SALE, even when the jackpot is at \$40 or \$50 million! A **\$40 million jackpot** is life changing, giving players **40 million reasons** to play!

| Payout Table (Effective October 4, 2015) |             |                                           |           |           |           |           |                  |
|------------------------------------------|-------------|-------------------------------------------|-----------|-----------|-----------|-----------|------------------|
| POWERBALL®                               |             | Powerball with Power Play                 |           |           |           |           | ODDS             |
| MATCH                                    | Prize       | 2X                                        | 3X        | 4X        | 5X        | 10X*      |                  |
| 5 White + POWERBALL                      | JACKPOT**   | Power Play® does not apply to the jackpot |           |           |           |           | 1 in 292,201,338 |
| 5 White                                  | \$1,000,000 | ALWAYS \$2 MILLION                        |           |           |           |           | 1 in 11,688,054  |
| 4 White + POWERBALL                      | \$50,000    | \$100,000                                 | \$150,000 | \$200,000 | \$250,000 | \$500,000 | 1 in 913,129     |
| 4 White                                  | \$100       | \$200                                     | \$300     | \$400     | \$500     | \$1,000   | 1 in 36,525      |
| 3 White + POWERBALL                      | \$100       | \$200                                     | \$300     | \$400     | \$500     | \$1,000   | 1 in 14,494      |
| 3 White                                  | \$7         | \$14                                      | \$21      | \$28      | \$35      | \$70      | 1 in 580         |
| 2 White + POWERBALL                      | \$7         | \$14                                      | \$21      | \$28      | \$35      | \$70      | 1 in 701         |
| 1 White + POWERBALL                      | \$4         | \$8                                       | \$12      | \$16      | \$20      | \$40      | 1 in 92          |
| POWERBALL                                | \$4         | \$8                                       | \$12      | \$16      | \$20      | \$40      | 1 in 38          |
| <b>Overall Odds: 1 in 24.87</b>          |             |                                           |           |           |           |           |                  |

# DIRECTOR'S MESSAGE



Fiscal year 2015 was another successful year, with unaudited lottery sales over \$27 million. This was a 0.27% increase over last year and our second highest sales year. Details on ticket sales, prizes, retailer sales/bonus commissions, and transfers to the State General Fund will be available online once the Lottery's fiscal year financial audit is complete.

The northwest part of the state continues to show the largest increase in retailer ticket sales year after year. Over the last four years, Region 1 (Williston, Watford City, and Minot area), had the largest growth with an average yearly increase of 9.75%. This continued growth has moved Region 1 nearly equal to regional sales leader, Region 3 (Bismarck, Mandan, and Dickinson area).

| Total Retailer Sales Compared to Previous Fiscal Year (By Region) |                     |                     |                     |                     |
|-------------------------------------------------------------------|---------------------|---------------------|---------------------|---------------------|
|                                                                   | July'11-June'12     | July'12-June'13     | July'13-June'14     | July'14-June'15     |
| Region 1 (NW)                                                     | \$6,173,951         | \$6,847,575         | \$7,070,078         | \$7,723,621         |
| Region 2 (NE)                                                     | \$4,379,992         | \$4,546,873         | \$4,216,986         | \$3,949,800         |
| Region 3 (SW)                                                     | \$7,886,206         | \$8,306,732         | \$7,646,431         | \$7,781,865         |
| Region 4 (SE)                                                     | \$7,003,110         | \$7,499,006         | \$7,389,534         | \$6,935,734         |
| <b>Total State</b>                                                | <b>\$25,443,259</b> | <b>\$27,200,186</b> | <b>\$26,323,029</b> | <b>\$26,391,020</b> |

*\*NOTE: These totals DO NOT include Subscription sales\**

| % Change Compared to Previous Fiscal Year (By Region) |                  |                  |                  |                  |
|-------------------------------------------------------|------------------|------------------|------------------|------------------|
|                                                       | % Change FY 2012 | % Change FY 2013 | % Change FY 2014 | % Change FY 2015 |
| Region 1 (NW)                                         | 16%              | 11%              | 3%               | 9%               |
| Region 2 (NE)                                         | 11%              | 4%               | -7%              | -6%              |
| Region 3 (SW)                                         | 10%              | 5%               | -8%              | 2%               |
| Region 4 (SE)                                         | 14%              | 7%               | -1%              | -6%              |
| <b>Total State</b>                                    | <b>13%</b>       | <b>7%</b>        | <b>-3%</b>       | <b>0.26%</b>     |

The Powerball game change is quickly approaching. In addition to the matrix and prize tier changes, the Powerball Group (44 states, Washington D.C., Puerto Rico, and the U.S. Virgin

Islands) has united to promote Powerball with a national advertising campaign. The campaign will focus on strengthening the brand positioning of Powerball with a core message designed to promote game play at lower jackpot levels and increase overall Powerball sales. The North Dakota Lottery will be conducting this campaign utilizing point-of-sale, TV, radio, digital billboards, and social media mediums across the state.



The Lucky for Life rule adoption process is nearly complete and the new game is on schedule to launch January 31, 2016. This is the Lottery's sixth draw game and it will offer unique prizes, differentiating it from the other games offered. The top prize pays \$7,000 a week for life and the second prize pays \$25,000 a year for life, positioning it as a "Game of a Lifetime."

Thank you for all your hard work. If you have any comments or suggestions to make the North Dakota Lottery even better, please contact your Customer Service Specialist or the North Dakota Lottery office. You can reach us at 701.328.1574 (local) or toll free at 1.877.635.6886. I invite you to visit the Lottery office, write me a letter or email me at [rcmiller@nd.gov](mailto:rcmiller@nd.gov).

*Randy Miller*

## 2BY2 BREAKS RECORDS

The summer 2by2 7-Draw Promotion broke all kinds of records! 2by2 sales for the four week promotion saw a 48.2% increase (promotion record of \$476,676 in total sales). There was a record six 2by2 \$22,000 jackpots won during the promotion, while players earned over \$27,000 in instant prizes. Did your store rank in the Top 5 across the state? Check out the "Top 5" Rankings.

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

1. Hornbacher's Village West - Fargo
2. M&H Gas - Mandan
3. Dan's SuperMARKET - Bismarck (South)
4. Market Place Foods - Minot (South Broadway)
5. Superpumper - Bismarck (North)

Not in the Top 5? Check the back of this newsletter and see if you made the Top 60!

## JACKPOT ALERT STICKERS

Research has shown that the higher the jackpot, the higher the sales! Remember to wear your jackpot alert stickers to remind players of high jackpots. Excitement typically begins when jackpots reach \$150 million or more for Powerball and Mega Millions, \$5 Million or more for Hot Lotto, and \$500,000 or more for Wild Card 2. If you are running low or are out of stickers, please contact your Customer Service Specialist to order more.



## PLANNING AN IN-STORE PROMOTION?

Are you planning a Customer Appreciation Day or having a big sale? Are you looking to boost lottery sales? The North Dakota Lottery can help with a Wheel Spin promotion!

Lottery Wheel Spin promotions will create excitement, traffic, and awareness at your store. We will offer your customers a chance to come in and Spin the Wheel for FREE. Everybody that spins the wheel will win a prize! The North Dakota Lottery will provide signage, personnel and additional prizes. For more details on Wheel Spin promotions, contact your North Dakota Lottery Customer Service Specialist today at 701.328.1574!

**SPIN-TO-WIN!**  
Right Here @  
Harvey Warehouse Grocery

**FREE**  **FREE**

**Friday, October 2**  
**11:00 a.m. - 1:00 p.m.**

**EVERYBODY WINS A PRIZE\*!**

North Dakota LOTTERY  
IMAGINE THE POSSIBILITIES!  
\*Must be 18 or older to play.  
Limit 1 spin per person.  
Prizes include lottery tickets that could be worth hundreds, thousands or even millions of dollars!

**OFFICE OF ATTORNEY GENERAL  
LOTTERY DIVISION**

1050 E. Interstate Ave. Suite 200  
Bismarck, ND 58503-5574

(701) 328-1574

1 (877) NDLOTTO (635-6886)

Fax: (701) 328-1580



# TOP 60 2BY2 7-DRAW PROMOTION RETAILERS

 /NDLottery

 @ND\_Lottery

[LOTTERY.ND.GOV](http://LOTTERY.ND.GOV)

**Rank Retailer**

- 1 Hornbacher's Village West - Fargo
- 2 M&H Gas - Mandan
- 3 Dan's SuperMARKET #3 - Bismarck (South)
- 4 Marketplace Food and Drug - Minot (South Broadway)
- 5 Superpumper #39 - Bismarck (North)
- 6 Simonson Station Store - Wahpeton
- 7 Dan's SuperMARKET #2 - Bismarck (North)
- 8 Cash Wise Foods #3020 - Bismarck
- 9 Pit Stop LLC - Dickinson
- 10 Miller's Fresh Foods - New Rockford
- 11 Family Fare Supermarket #103 - West Fargo
- 12 Rosie's Food and Gas - Dickinson
- 13 Simonson Station Store - Williston
- 14 Expressway C-Store - Bismarck
- 15 Simonson Station Store - Minot
- 16 North Hill Marketplace Foods - Minot
- 17 Broadway Market Place Foods - Minot
- 18 Albertson's #2028 - Williston
- 19 M&H Gas - Jamestown
- 20 Cenex - Mandan

**Rank Retailer**

- 21 May-Port Tesoro - Mayville
- 22 Cash Wise Foods #3044 - Dickinson
- 23 Hook Line & Sinker - Beulah
- 24 Sooper Stop - West Fargo
- 25 Dan's SuperMARKET #14 (Yorktown Dr.) - Bismarck
- 26 Simonson Station Store - Bismarck (Main Ave.)
- 27 M&H Gas - Minot
- 28 Kum & Go #801 - Bowman
- 29 M&H Gas - Williston
- 30 Little Dukes #3020 - Bismarck
- 31 Cash Wise Foods #3012 - Fargo
- 32 Hiway Tesoro - Carrington
- 33 Main Tesoro - Bismarck
- 34 Dakota Plains Cenex - Valley City
- 35 Dan's SuperMARKET #6 - Mandan
- 36 Hornbacher's Northport - Fargo
- 37 Hornbacher's Southgate - Fargo
- 38 Hiway Express - Beulah
- 39 Cenex - Turtle Lake
- 40 M&H Gas - Williston

**Rank Retailer**

- 41 Cash Wise Foods #3047 - Stanley
- 42 Superpumper #41 - Mandan
- 43 Dan's SuperMARKET #12 (Turnpike Ave.) - Bismarck
- 44 I-94 Exxon - Bismarck
- 45 Petro Serve USA #077 - Bismarck
- 46 Casey's General Store #3231 - Horace
- 47 Superpumper #37 - Dickinson
- 48 Red Carpet Carwash - Bismarck (South)
- 49 Sunset MVP Store - Mandan
- 50 M&H Gas - Dickinson
- 51 Ken's Shopping Center - Napoleon
- 52 Paul's Petromax - Larimore
- 53 Petro Serve USA #079 - Mandan (Main St.)
- 54 Simonson Station Store - Dickinson
- 55 Cenex Convenience Store - Rugby
- 56 Interstate Tesoro - Bismarck
- 57 Ruthville Store - Minot
- 58 Superpumper #7 (Toads) - Minot
- 59 Runway Express Mart - Bismarck
- 60 John's Food Center - Lincoln