



August 20, 2024

August Marketing Envelope

Welcome to the August Monthly Marketing Information Envelope. You receive this information each month with upcoming events for retailers and players.

This month the following information is enclosed:

1. The New Games Letter, listing the new games coming out, and closing games.
2. A flyer on the Philadelphia Union promotion.
3. A flyer on the Keep 'Em Full promotion.



Delaware Lottery Retailers



VS



Enter to win a pair of tickets to Join the Delaware Lottery in a suite to watch the Philadelphia Union take on D.C. United at Subaru Park. Food, beverage and transportation to the event from Dover and Christiana are included.

Sunday, September 22, 2024

Game Time: 6:15PM

- Only ONE (1) entry per person. Only ONE (1) winner per store allowed.
- Must be an active retailer (and employee of the retailer) by 9/1/2024.
- Winner of the tickets must be 21 or older and an active employee of the store at the time of the drawing.
- Drawing held on 9/9/2024 and winners notified by 9/13/2024.
- Entries must be received by 4:30 PM on 9/6/2024.

MAIL OR FAX TO:

Delaware Lottery

Philadelphia Union

Fax:

1575 McKee Road, Suite 102

302-739-7586

Dover, DE 19904

Please Print Clearly

Retailer # _____

Store Name: _____

Your Name: _____

Cell Phone Number: _____

eMail Address: _____

By entering this contest, all winners consent to having their name and photo used in promotional publications.



KEEP 'EM FULL Retailer Promotion



INSTANT TICKET PROMOTION

ATTENTION RETAILERS & CLERKS!

Keep your instant ticket bins and PHD's **full** of scratch tickets and **loaded correctly**, and you could win a **PRIZE** from the Lottery.

- **Full Units** mean that every slot must be filled with a Scratch game. You may split a pack into two slots if necessary for on counter bins.
- **Loaded Correctly** means that the ticket graphics side must be facing the players. The instructions side should not be visible to the players for on counter bins. The use of bin cards is even better.

It's proven to increase sales!

Full Instant ticket dispenser units are very visible and remind customers to buy their Lottery tickets. Full bins stimulate impulse sales of instant tickets that increase your overall Lottery sales and your commission.

Your reward!

ALL Lottery selling clerks who are working when your field rep visits for the Keep 'Em Full promotion will receive a prize!

When is it?

The promotion runs from Monday, September 16, 2024 to Friday, October 18, 2024

