

# RETAILER INCENTIVE

Beginning with the launch of the new CASH POP game on January 17, 2022, retailers can earn up to \$500!

## HOW THE INCENTIVE WORKS

Retailers will be grouped in one of three qualifying tiers based on their average weekly total online sales during the period of October 1, 2021 through November 30, 2021. Retailers will be competing with other lottery retailers within their tier and within their Lottery Sales Representative's territory. There will be two (2) winners in each tier per Lottery Sales Representative's territory. That's six (6) winners per territory which totals \$78,000 in retailer incentives across the state!

**Sales Tier 1:** Average weekly total online sales of \$0 - \$1,500 can be awarded **\$200**.

**Sales Tier 2:** Average weekly total online sales of \$1,501 - \$3,000 can be awarded **\$300**.

**Sales Tier 3:** Average weekly total online sales of \$3,001+ can be awarded **\$500**.

Your Lottery Sales Representative will let you know once your tier has been determined. The retailers with the two highest CASH POP sales in each tier within each Lottery Sales Representative's territory during the period of January 17 through February 12, 2022, will win the incentive amount associated with their qualifying tier.

**Retailers must sell a minimum of \$100 in CASH POP to qualify for incentive.  
To participate in the incentive, a retailer must be an active retailer at the time average weekly online sales are calculated for Oct/Nov to determine tier designations.**

## QUALIFYING PERIOD:

**CASH POP Sales Period: Jan. 17, 2022 - Feb. 12, 2022**

**Winners notified: Week of Feb. 14, 2022**

**ALL YOU HAVE TO DO IS "ASK FOR THE SALE" AND MAKE SURE YOUR CUSTOMERS KNOW ABOUT THE NEW CASH POP GAME!**

Your Lottery Sales Representative will notify the store manager/owner of the top territory winners in each tier and ask them to provide the names of any store employees designated to share the total incentive. Incentives will be paid with \$50 gift cards.