



It's Where Upstate Players Thrive

Tucked away in **Union, Li'l Cricket #3846** is looking for their next big winner. They absolutely have a fabulous collection of winner posters already decorating the store. According to locals, Li'l Cricket #3846 is where the players thrive.

In 2021, April Johnson became the new store manager and took on the challenge to be the best store in the area. She envisioned a family-friendly, ever-popular location that customers would love to visit, and that is just what she created. The store is always clean and bright and gives the feeling that you are already a winner when you walk in the door.

This remarkable retailer focuses on all the best practices to improve sales. April and her assistant, Britany Mckeown, work together to keep dispensers full, they ask for the sale, keep the Top Prizes Remaining Report updated daily, and inform players of all the game information to help with a smart game play. These simple practices catapulted their lottery sales. Her world-class employees, Jane Mobley, Chip Chambers, and Alexis Byrd, all embrace the "anything is possible" attitude. Their hard work and amazing customer service keeps players coming back. Congrats and keep up the good work!

- Jerald Addis, Upstate MSR

PLAYERS' CLUB REWARDS

"SCEL COIN" DRAWINGS:

- \$500 Cash – Entry Deadline 10/8/24
- \$5,000 Cash & Tech Package – Entry Deadline 10/22/24

ACHIEVEMENTS TO EARN EXTRA "SCEL COIN":

October 1-31

- Enter \$50 worth of any tickets
- Enter \$15 worth of CASH POP tickets
- Enter \$20 worth of Pick 4 tickets
- Enter 5 \$5 scratch-offs
- Enter 5 \$20 scratch-offs
- Enter \$15 worth of Pick 3 and 5 \$2 scratch-offs

October 7-13, 14-20, & 21-27

- Enter \$20 worth of Palmetto Cash 5
- Enter 5 \$3 scratch-offs

TICKET TALK

NEW GAMES

Tuesday, October 1:



Tuesday, November 5:



DATES TO KNOW

LAST DAY TO SELL

- Wed., October 2: Money Vault Multiplier (#1520)
- Wed., October 9: Mighty Jumbo Bucks (#1423)
- Wed., October 16: Cash Wheel (#1399), Cash Grab (#1519), \$1,000,000 Money Maker (#1532), \$100, \$200 or \$300 (#1539), High Roller (#1538) & Ultimate Bonus Payout (#1549)
- Wed., October 23: Junior Jumbo Bucks (#1517), Win It All (#1550) & Power 777 (#1553)

LAST DAY TO RETURN

- Fri., October 4: 50X The Cash (#1544)
- Fri., October 18: Double Sided Dollars Extra Play (#1548)

LAST DAY TO CLAIM

- Tues., October 8: Cherry Twist Doubler (#1530) & Cherry Twist Tripler (#1531)
- Tues., October 15: 3 Times Lucky (#1426), Hit \$250 (#1477) & Carolina Cash (#1490)
- Tues., October 29: 100X The Cash (#1545) & The Rolling Jackpot \$10 (#1516)

THE GAMEPLAN

**HO HO HO
GIVE A GIFT
THAT'S A REAL
WINNER**

**GET A JUMP ON
YOUR SHOPPING**

Tell customers they can play Santa by surprising friends and family with lottery tickets this year.

**CASH POP OFFERS
2X'S MORE CASH**

It won't be around for long. With CASH POP Doubler, select tickets will print with a 2X multiplier!

**A LOOK BEHIND
THE COUNTER**

The winning atmosphere at this Upstate store keeps players coming back again and again.



THE GAMEPLAN

The Game Plan is published monthly by the South Carolina Education Lottery. Every effort is made to ensure the information presented is accurate. Due to print lead times and delivery, certain information may not be the finalized product or version. For questions about this publication, call 803-737-4419.

REMINDERS

BY STATE LAW, ODDS INFORMATION MUST BE DISPLAYED IN ALL RETAIL OUTLETS ADJACENT TO SCEL POINT OF SALE. This information is included in the piece called "Odds of Our Games."

Display the Top Prizes Remaining Report: Every morning when you sign in the terminal will generate a "Top Prizes Remaining" report. Post this updated report in the clear sleeve or change mat on your counter. The clear sleeve must be on your dispenser or near the point of purchase.

Prizes remaining, end-of-game and odds information for scratch-off games is available by scanning a QR Code posted at the play station. Make sure you display this QR Code in your play station.

CONTACT INFORMATION

Ticket Orders: Contact Your MSR

Stolen/Missing Tickets: 1-866-269-5668

IGT Help Desk: 1-844-458-8535

Customer Information: 1-866-736-9819

Licensing: 1-866-737-7235 (Option 4)

Gambling Addiction Services: 1-877-452-5155

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Launch dates and tickets are subject to change. Artwork shown is not necessarily representative of final product.



JUMP START YOUR HOLIDAY SHOPPING LOTTERY TICKETS MAKE GIFT GIVING FUN & EASY

The holidays are right around the corner. Your customers can get a jump on their gift giving with instant tickets from the South Carolina Education Lottery. At prices ranging from \$1 to \$20, there's something for everyone on their list.

A gift of a regal \$10 **Royal Millions** scratch-off will bring a smile to that lucky lady in their life. Suggest the \$5 **Carolina Jackpot** or \$5 **Clemson Jackpot** instant ticket games as fun gifts for sports fans. For a special person, only the \$20 **\$2,000,000 Millionaire** ticket will do. And you can't go wrong with a chance to win some green with the always popular, **Jumbo Bucks** series of tickets.

This year's lineup of holiday tickets are Santa approved!

Conveniently designed for use as gift tags with "To:" and "From:" boxes, \$1 **Winter Green** is a perfect accessory on presents and offers a chance to win up to \$5,000. As the name implies, your players are going to enjoy the fun phrases on the **Holiday Wishes** game filled with cash prizes from \$2 up to \$30,000.

At the \$5 and \$10 price point, introduce your players to **Golden Rings** with a top prize of \$200,000 and **Shimmering Riches**, with a top prize of \$300,000. These red and green tickets will add even more fun, festive color and excitement to the holiday season and to gift giving.

Let us know how we can help you make the most out of your lottery sales, and keep reading for more holiday sales tips and ideas! Here's to a happy and profitable holiday season!

More Holiday Sales Tips

Remind players that the best gifts can come wrapped in small packages.....

- Ask customers if they would like to buy lottery tickets to give as gifts this year.
- Tell players they could add a little extra cheer to their stockings with \$2 **Holiday Wishes**.
- Remind shoppers if their friends and families like to play games they can try a \$3 **BINGO** instant game.
- Recommend players to surprise family and friends with a lottery ticket in a greeting card.
- As the holiday's get closer, ask customers if they would like to treat themselves to a \$2 Mega Millions® ticket for the drawing on Christmas Eve or a Powerball® ticket for Christmas Day. For your customers looking for a distinctive South Carolina gift, suggest a \$2 Palmetto Cash 5 ticket.
- Instant tickets make gift giving easy!



DOUBLE THE FUN WITH CASH POP

For a limited time only, CASH POP players have an opportunity to win two times more cash.

With CASH POP DOUBLER, select tickets will print with a 2X multiplier. So when a ticket with 2X wins, the prize is doubled. That's a possible \$500, \$1,000, \$2,500 or \$5,000 top prize win!

Be sure to share this exciting news with your CASH POP players. And, when you notice a CASH POP ticket print with a 2X on it, be sure to let that player know their win will be doubled.

The CASH POP DOUBLER promotion starts with the September 29 drawing and runs until January 4.

What makes CASH POP such a great game? Well...

YOU CAN PLAY FOR \$1.

Starting at \$1, it's an affordable entertainment option. The price is great, so ask customer if they'd like to give it a try.

IT'S SO EASY.

The directions are simple. Pick a number from 1 to 15. If the number you pick matches the one number drawn by the Lottery, then you win the prize shown on your ticket. It's that easy.

CASH POP HAS GREAT ODDS.

CASH POP's overall odds of winning are 1 in 15. Not bad. And you can play all 15 numbers (or POPs) to guarantee a win.

IT DRAWS DAILY

CASH POP is drawn twice a day at 12:59 p.m. and 6:59 p.m. For players, that's more chances to win. For you, that's more opportunities to grow commissions and attract players to the game.