



# Retail Promotions FAQ

## Looking to give your players more chances to win?

Illinois Lottery promotions are an exciting way to give players the opportunity to earn free tickets for playing. Promotions also stimulate sales and increase player awareness. Qualifying purchases will reward players with free tickets or a coupon for a free instant ticket.

## What types of promotions are available from the Illinois Lottery terminal?

There are two promotion categories:

- **Ticket Promotions:** Triggered by a purchased ticket (e.g., Buy X get Y).
- **Coupon Promotions:** Free tickets offered via a coupon.

## What is a qualifying purchase?

In a Ticket Promotion, the qualifying purchase is the purchase that a player must make before receiving a free ticket.

## Will the player be able to pick the numbers on the free ticket promotion?

No, players will not be able to pick the numbers on free promotional tickets because the tickets will automatically print as a Quick Pick ticket after the qualifying purchase.

## Can a player take advantage of more than one promotion in a single transaction?

Yes, multiple promotions can be used in one transaction. For example, in the December Promotion, Buy Three, Get One FREE, if a player buys three plays of Mega Millions® on a single ticket and three Powerball® plays on a single ticket for their current respective drawings, the player will receive two free promotional tickets (i.e., one Powerball and one Mega Millions), each with a single play.

## December Promotion

### What is the December promotion?

Buy Three, Get One FREE\*

\*Qualifying purchase must be three Mega Millions or Powerball plays (\$6 value) for the current draw on a single ticket to receive one free Mega Millions or Powerball (ticket corresponds with the qualifying purchase game) play (\$2 value) for the current draw. The promotion offer runs from December 1, 2020 through January 1, 2021. To view the Official Rules, please visit [www.illinoislottery.com/promotions](http://www.illinoislottery.com/promotions).

### Where and when can a player make a qualifying purchase?

A qualifying purchase for the December Promotion, Buy Three, Get One FREE, can be made at any Illinois Lottery retailer from December 1, 2020 through January 1, 2021. The promotions will be supported on both the Photon terminal and Win30.

## Selling Promotions from the Photon

### How to sell a promotion

There are no additional steps that a retailer will need to take when selling promotions from the Photon. Ticket Promotions will automatically be added to the sale of a qualifying purchase. For example, when a player makes a qualifying purchase of “X,” the terminal will automatically print the promotional ticket. The qualifying purchase may require one of the following:

- Minimum number of plays on the ticket (1 to 10);
- Minimum number of draws on the ticket; or
- Minimum total spend of the ticket.

### How do I redeem a coupon from a Coupon Promotion?

The retailer should be able to scan the barcode of the coupon through the Photon’s barcode reader or camera. If unsuccessful, the retailer can manually enter the barcode to validate the coupon.

### Can the qualifying ticket be purchased along with other Illinois Lottery tickets in a single transaction?

Yes, the retailer can combine the qualifying purchase and other purchases in the basket. A free promotional ticket will be automatically generated with any qualifying purchase.

### Is the free ticket automatically printed?

Yes, the free promotional ticket will be printed on a separate ticket immediately following the qualifying purchase. The free promotional ticket will display “Not for Sale” instead of the cost of the ticket, as shown in the sample Mega Millions ticket (Image 1).

### Can a promotional ticket or purchase be cancelled?

Draw based game qualifying purchases and free promotional tickets cannot be cancelled.

### Will the Promotions cause my transaction processing time to run slower from the Photon?

No, the Promotions will not slow down the Photon terminal.

### What happens at the end of a Promotion?

Photons will not print an expired Promotion’s free tickets or coupons.

## Selling promotions from the Win30

### How do you receive a free promotional ticket from the Win30?

When qualifying purchases are made from the Win30, the free promotional ticket will be automatically printed.

### Can a qualifying purchase or free promotional ticket be cancelled/refunded from the Win30?

Qualifying purchases and free promotional tickets cannot be cancelled for draw based games.



Image 1

## Can Coupon Promotions be redeemed at the Win30?

Players may redeem most coupons on the Win30 at participating Illinois Lottery retailers. A player can simply scan the barcode of the coupon through the Win30 barcode reader to redeem the coupon. A coupon that isn't recognized by a Win30 barcode reader must be taken to a Photon to be redeemed. Official Rules and additional instructions can be found at IllinoisLottery.com.

## Promotion Accounting

### Will the retailer receive a selling commission on the free ticket?

No, the retailer will not receive a selling commission for a free promotional ticket. However, the retailer will receive a selling commission on the qualifying purchase. The retailer will also receive a cashing commission for awarding prizes for winning free promotional tickets and a bonus commission for selling a free promotional ticket that wins a prize that is redeemed at a Claim Center (i.e., prize that is greater than \$1,000).

### How will sales be adjusted, balanced, or credited for promotions?

On the Daily Sales Report, promotional DBG tickets will be added to the "Total Sales." A corresponding credit will be listed in "Promotions" under the Online Summary section of the report. If the promotion is a coupon offer, the coupon must be redeemed by that retailer in order to receive a credit; there are no credits for giving coupons.

### If I honor a coupon for a free instant ticket, how will the ticket be reconciled?

For free instant tickets that are sold pursuant to a coupon, an adjustment will be made and listed in "Promotions" under the Instant Summary section of the daily Sales Report.

### How will coupon validations be adjusted to the retailer?

Coupon validations provide an adjustment to the retailer and can be verified on the Current Settlement report.

### How are the free tickets reported? Does the terminal provide a count of how many tickets were given away?

The number of free promotional tickets sold will be provided before "Promotions." For example, in the Tuesday Sales Report (Image 2), nine free promotional DBG tickets and one free instant ticket were sold. In the Current Settlement Report (Image 3), 15 free promotional DBG tickets and three free instant tickets were sold.

### How do I balance the cash in the Win30?

Balancing the cash in the Win30 has not changed.

| SAMPLE                |               |
|-----------------------|---------------|
| ILLINOIS LOTTERY      |               |
| TUESDAY SALES REPORT  |               |
| Retailer: 123456      |               |
| ONLINE SUMMARY        |               |
| 4 Powerball           | SALES 8.00    |
| 2 Mega Millions       | SALES 6.00    |
| 0 Lotto               | SALES 0.00    |
| 0 Lucky Day Lotto     | SALES 0.00    |
| 7 Pick 3              | SALES 13.00   |
| 1 Pick 4              | SALES 0.50    |
| 0 Raffle              | SALES 0.00    |
| 4 Fast Play           | SALES 4.00    |
| <b>17 Total</b>       | <b>31.50</b>  |
| 1 Cancels             | 2.00C         |
| 0 Cashes              | 0.00C         |
| 0 Fast Play Cashes    | 0.00C         |
| 0 Adjustments         | 0.00C         |
| <b>9 Promotions</b>   | <b>12.50C</b> |
| Sales Comms           | 0.85C         |
| Cashing Bonus         | 0.32C         |
| <b>Online Balance</b> | <b>6.15</b>   |
| INSTANT SUMMARY       |               |
| 0 Settled             | 0.00          |
| 0 Returns             | 0.00C         |
| 0 Cashes              | 0.00C         |
| 0 Adjustments         | 0.00          |
| <b>1 Promotions</b>   | <b>10.00C</b> |
| Sales Comms           | 0.00          |
| Cashing Bonus         | 0.00C         |

Image 2

| SAMPLE                    |                  |
|---------------------------|------------------|
| ILLINOIS LOTTERY          |                  |
| CURRENT SETTLEMENT REPORT |                  |
| Retailer: 123456          |                  |
| ONLINE SUMMARY            |                  |
| 9 Powerball               | SALES 32.00      |
| 17 Mega Millions          | SALES 44.00      |
| 2 Lotto                   | SALES 2.00       |
| 1 Lucky Day Lotto         | SALES 1.00       |
| 12 Pick 3                 | SALES 12.00      |
| 2 Pick 4                  | SALES 5.00       |
| 0 Raffle                  | SALES 0.00       |
| 73 Fast Play              | SALES 711.00     |
| <b>116 Total</b>          | <b>807.00</b>    |
| 0 Cancels                 | 0.00C            |
| 0 Cashes                  | 0.00C            |
| 0 Fast Play Cashes        | 0.00C            |
| 0 Adjustments             | 0.00             |
| <b>15 Promotions</b>      | <b>20.50C</b>    |
| Sales Comms               | 39.33C           |
| Cashing Bonus             | 0.00C            |
| 34 Selling Bonus          | 9,790.64C        |
| Service                   | 10.00            |
| <b>Net Due</b>            | <b>9,033.47C</b> |
| INSTANT SUMMARY           |                  |
| 0 Settled                 | 0.00             |
| 0 Returns                 | 0.00C            |
| 0 Cashes                  | 0.00C            |
| 0 Adjustments             | 0.00             |
| <b>3 Promotions</b>       | <b>22.02C</b>    |
| Sales Comms               | 0.00             |
| Cashing Bonus             | 0.00C            |

Image 3

## Will the free tickets and coupons issued from the Win30 affect sales totals?

Any free tickets and coupons issued from the Win30 will not affect total amounts on the Close Shift Report, Shift Report (Interim), Sales Report Today, or Sales Report with Calendar.

## Will my reports look different due to these promotions?

The overall appearance of most of your reports will not change. See below for an example of how promotions will appear on the Current Settlement Report.

### Reporting

#### Photon terminal

All reports will count promotional tickets as a sale on the report totals, but they will be reversed as a credit in "Promotions." For example, in the Current Settlement Report shown below, the retailer sold one free promotional DBG ticket that was worth \$2.00. This is indicated by the "1" in front of "Promotions" and the Promotions credit of \$2.00. The \$2.00 in Promotions are credited to the \$679 Online Summary Total, resulting in the \$614.94 Net Due under the Online Summary. The retailer did not sell any free promotional instant tickets, as indicated by the "0" Promotions and \$0.00 in credits.

Please note: To view promotion counts and sales on the Win30, you will need to pull a Daily Sales Report by Terminal Activity from the Photon terminal.

| SAMPLE                    |       |               |
|---------------------------|-------|---------------|
| ILLINOIS LOTTERY          |       |               |
| CURRENT SETTLEMENT REPORT |       |               |
| Retailer: 123456          |       |               |
| ONLINE SUMMARY            |       |               |
| 21 Powerball              | SALES | 113.00        |
| 21 Mega Millions          | SALES | 106.00        |
| 20 Lotto                  | SALES | 72.00         |
| 34 Lucky Day Lotto        | SALES | 54.00         |
| 141 Pick 3                | SALES | 144.50        |
| 114 Pick 4                | SALES | 69.50         |
| 0 Raffle                  | SALES | 0.00          |
| 120 Fast Play             | SALES | 120.00        |
| <b>351 Total</b>          |       | <b>679.00</b> |
| 2 Cancels                 |       | 10.00C        |
| 16 Cashes                 |       | 32.00C        |
| 0 Fast Play Cashes        |       | 0.00          |
| 0 Adjustments             |       | 0.00          |
| <b>1 Promotions</b>       |       | <b>2.00C</b>  |
| Sales Comms               |       | 29.74C        |

  

| Cashing Bonus       | 0.32C          |
|---------------------|----------------|
| 0 Selling Bonus     | 0.00           |
| Service             | 10.00          |
| <b>Net Due</b>      | <b>614.94</b>  |
| INSTANT SUMMARY     |                |
| 0 Settled           | 0.00           |
| 0 Returns           | 0.00           |
| 20 Cashes           | 232.00C        |
| 0 Adjustments       | 0.00           |
| <b>0 Promotions</b> | <b>0.00</b>    |
| Sales Comms         | 0.00C          |
| Cashing Bonus       | 2.32C          |
| 0 Selling Bonus     | 0.00           |
| <b>Net Due</b>      | <b>234.32C</b> |
| <b>EFT AMT</b>      | <b>380.62</b>  |

**This Retail Promotion FAQ is a guide for retailers only. It does not take the place of the Official Rules or how-to-play section found at IllinoisLottery.com.**

**18+** Be Smart, Play Smart® Must be 18 or older to play.

If you or someone you know has a gambling problem, crisis counseling and referral services can be accessed by calling 1-800-GAMBLER (1-800-426-2537). For additional info or to exclude yourself, call 1-800-252-1775 or visit [illinoislottery.com](http://illinoislottery.com).