



NEW! Retail Promotions Quick Reference Guide

Illinois Lottery promotions are a fun way to give players the opportunity to earn free tickets or coupons for playing the Illinois Lottery. Promotions are sure to stimulate your sales and drive player awareness too! Qualifying purchases will reward players with free tickets or coupons.

Promotion types

Ticket promotions: Triggered by a purchased ticket (e.g., Buy X get Y).

Coupon promotions: Free tickets offered via a coupon.

Quick facts

- Promotions will be supported by both the Photon and the Win30 in Illinois.
- Qualifying purchases must be made on a single transaction.
- Depending on the promotional offer, the qualifying purchase will print either a free ticket or a coupon that is redeemable only at an Illinois Lottery retailer for a free ticket.
- Qualifying and reward tickets are non-cancellable.

How to sell a promotion

Photon terminal

There are no additional steps that a retailer will need to take to trigger promotions from the Photon. Rewards for the promotion 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 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.

Win30

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

Multiple promotions can be used in one transaction. For example, for a Buy Three, Get One FREE Promotion (Powerball® and Mega Millions®), 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.

Please note: 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.

FREE PROMOTIONAL TICKETS CANNOT BE CANCELLED



How to redeem a retail promotion coupon

Photon terminal

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.

Win30

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

Commissions

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., prizes that are greater than \$1,000).

Adjustment, balancing, and credits

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.

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
351 Total	679.00
2 Cancels	10.00C
16 Cashes	32.00C
0 Fast Play Cashes	0.00
0 Adjustments	0.00
1 Promotions	2.00C
Sales Comms	29.74C
Cashing Bonus	0.32C
0 Selling Bonus	0.00
Service	10.00
Net Due	614.94

0 Fast Play Cashes	0.00
0 Adjustments	0.00
1 Promotions	2.00C
Sales Comms	29.74C
Cashing Bonus	0.32C
0 Selling Bonus	0.00
Service	10.00
Net Due	614.94

INSTANT SUMMARY	
0 Settled	0.00
0 Returns	0.00
20 Cashes	232.00C
0 Adjustments	0.00
0 Promotions	0.00
Sales Comms	0.00C
Cashing Bonus	2.32C
0 Selling Bonus	0.00
Net Due	234.32C
EFT AMT	380.62

This Retail Promotions Quick Reference Guide is to be used as a guide for retailers only. It does not take the place of the Official Rules or how-to-play section found at IllinoisLottery.com.