California Lottery
Retailer Reference Guide
For Scratchers® inventory call:

1-855-EZLOTTO
(1-855-395-6886)

Main Menu Options
For Scratchers Inventory.................Press 1
To Confirm or Activate Scratchers...Press 2
For Revenue Collections...............Press 3
For New Terminal Installations......Press 4
To Report Criminal Activities........Press 5
For Tax Info...............................Press 6
All Others .................................Press 7
Return to Previous Menu .............Press *

Call by 3 PM for next business day delivery

For lottery equipment service or supplies call:

1-800-666-6695

GTECH
SACRAMENTO DISTRICT #21
4106 E. Commerce Way
Sacramento, CA 95834
916-830-0292

EAST BAY DISTRICT #24
2489 Industrial Parkway West
Hayward, CA 94545
510-670-4630

SAN FRANCISCO DISTRICT #25
820 Dubuque Ave.
South San Francisco, CA 94080
650-875-2200

CENTRAL VALLEY DISTRICT #31
750 W. Pinedale Ave.
Fresno, CA 93711
559-449-2430

SANTA ANA DISTRICT #22
3400 W. Warner Ave., Suite F
Santa Ana, CA 92704
714-708-0540

SANTA FE SPRINGS DISTRICT #23
9746 Norwalk Blvd.
Santa Fe Springs, CA 90670
562-906-6356

SAN DIEGO DISTRICT #26
5656 Ruffin Road
San Diego, CA 92123
858-492-1700

INLAND EMPIRE DISTRICT #27
1840 Commercenter Circle
San Bernardino, CA 92408
909-806-4126

VAN NUYS DISTRICT #29
16525 Sherman Way, C10
Van Nuys, CA 91406
818-901-5006

NOTE: When calling District Offices, press “0”, then press “3” for immediate assistance.

California Lottery Website: www.calottery.com
To set up or access your account and to receive the latest marketing resources, visit our retailer portal at calottery.com/retailer
CONGRATULATIONS!
We’ve got a solid plan for your sales growth and YOU are the key to making it happen.

Earning higher profits will be easy -- Activate, Display and Sell Scratchers® tickets. Our goal is to increase the Lottery’s profits each year, as 100% of the profits goes to our beneficiary, California Public Education. This is a great source of pride for everyone who sells Lottery games in California. You, the retailer, play a vital role in reaching that goal as you offer Lottery products to your customers. The Lottery helps you maximize your business by supplying merchandising and sales support. Lottery advertising, Point of Sale (POS) materials and the expertise of our field sales staff are all benefits of joining the Lottery retail network.

So, ask for that sale and remind yourself, “Imagine what a buck can do!” Congratulations on becoming one of our newest Lottery retailers and good selling!
# Table of Contents

**Welcome to the Lottery Retailer Network!**

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lottery Funds at Work</td>
<td>6</td>
</tr>
<tr>
<td>Proud to be WLA Certified</td>
<td>7</td>
</tr>
<tr>
<td>Why Sell Lottery?</td>
<td>8</td>
</tr>
<tr>
<td>See What our Retailers are Saying</td>
<td>12</td>
</tr>
<tr>
<td>Commissions and Bonuses</td>
<td>13</td>
</tr>
<tr>
<td>How to Make More Money for Your Business</td>
<td>14</td>
</tr>
<tr>
<td>Draw Games Selling Tips</td>
<td>20</td>
</tr>
<tr>
<td>Draw Games Schedule</td>
<td>21</td>
</tr>
<tr>
<td>Scratchers® Ticket Selling Tips</td>
<td>22</td>
</tr>
<tr>
<td>How We Help Retailers Grow Sales</td>
<td>24</td>
</tr>
</tbody>
</table>

**Equipment Operations Training**

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Equipment Overview</td>
<td>29</td>
</tr>
<tr>
<td>Altura Sign on/Off Instructions</td>
<td>30</td>
</tr>
<tr>
<td>Life Cycle of a Scratchers® Ticket</td>
<td>31</td>
</tr>
<tr>
<td>Scratchers® Ticket Delivery Invoice</td>
<td>32</td>
</tr>
<tr>
<td>Confirmation/Activation</td>
<td>33</td>
</tr>
<tr>
<td>Scratchers® Ticket Cashing Rules</td>
<td>34</td>
</tr>
<tr>
<td>How to Cash Scratchers® Tickets</td>
<td>35</td>
</tr>
<tr>
<td>Settlement Process</td>
<td>36</td>
</tr>
<tr>
<td>Billing and Invoices</td>
<td>37</td>
</tr>
<tr>
<td>Scratchers® Weekly Invoice</td>
<td>38</td>
</tr>
<tr>
<td>Scratchers® Detail Reports</td>
<td>40</td>
</tr>
<tr>
<td>Daily report</td>
<td>44</td>
</tr>
<tr>
<td>Returning Scratchers® Tickets</td>
<td>45</td>
</tr>
<tr>
<td>Preventing Loss</td>
<td>46</td>
</tr>
<tr>
<td>Scratchers® Daily Tracking Forms</td>
<td>47</td>
</tr>
<tr>
<td>Draw Games Quick Reference</td>
<td>49</td>
</tr>
<tr>
<td>Selling Draw Games- QP/Playslip</td>
<td>50</td>
</tr>
<tr>
<td>Selling Draw Games- California Combo</td>
<td>51</td>
</tr>
<tr>
<td>Selling Draw Games- Manual Entry</td>
<td>52</td>
</tr>
<tr>
<td>Canceling Draw Game Tickets</td>
<td>53</td>
</tr>
<tr>
<td>Adjustment Forms- Q&amp;A</td>
<td>54</td>
</tr>
<tr>
<td>Draw Game Cashing Rules</td>
<td>56</td>
</tr>
<tr>
<td>How to Cash Draw Games/Cashing Fantasy 5: Replay</td>
<td>57</td>
</tr>
<tr>
<td>Draw Games Weekly Invoice Report</td>
<td>58</td>
</tr>
<tr>
<td>Draw Games Sales Reports</td>
<td>60</td>
</tr>
<tr>
<td>Draw Games Detail Reports</td>
<td>61</td>
</tr>
<tr>
<td>Special Functions</td>
<td>62</td>
</tr>
<tr>
<td>Help Tools</td>
<td>63</td>
</tr>
<tr>
<td>Troubleshooting</td>
<td>64</td>
</tr>
</tbody>
</table>

**Glossary of Terms**

<table>
<thead>
<tr>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>68</td>
</tr>
</tbody>
</table>
$28 Billion to Education...and Counting

Since 1985, when we sold our first Lottery ticket, Lottery players have contributed almost $28 billion to California's public schools. Believe it or not that represents only a fraction of education's overall budget, but still, this funding is helping schools buy classroom supplies, state-of-the-art equipment and instructional material critical to their learning. Because most of this money is unrestricted, it's making a direct impact in the classroom! Thanks to you, our players and loyal retailers.

To see California Lottery supplemental funding for more than 1,100 school districts and jurisdictions, please visit:

www.CaliforniaLottery.com/giving-back/education
Hello, and welcome to the world of Possibilities, where anything can happen!

We believe that with a good education, caring teachers, committed administrators, active parents and exceptional students, every public school student can realize their dreams. Add critical supplies needed to learn in a positive, safe environment and the POSSIBILITIES are endless – whether you want to be a scientist, a small business owner, a firefighter or a teacher – a good education is the gateway to success.

At the California Lottery, our part is relatively minor, but in conversations with parents, teachers and principals we realize that our annual contributions to education are critical to many one-time programs that would otherwise be cut when budget times are tight.

Supplemental Lottery Funds Benefit Schools in Real Ways

Besides offering you entertaining games, the California Lottery’s sole mission is to generate supplemental funds for all California public schools. Since 2000, we’ve sent more than $1 billion a year to public education. That means K-12, Community Colleges, CSU and UC campuses and several specialized schools. Now keep in mind, the Lottery’s supplemental funding to public schools will not solve education’s budgetary problems. In fact, our contributions amount to only about 1% of public education’s overall needs. It’s really modest when you come down to it, but parents, teachers and administrators tell us that every little bit helps.
We’re Committed to Responsible Gaming

The California Lottery holds one of the highest levels of Corporate Responsibility certifications in the U.S. from the World Lottery Association. The Level III certification demonstrates our proven record of enacting Responsible Gaming programs into our daily operations. The Lottery incorporates Responsible Play messages in all public communication, including marketing campaigns and through the sale of our products.

The Lottery works closely with the California Office of Problem Gambling to increase awareness of problem gambling. We produce in-house problem gambling public service announcements and help fund the state’s 1-800-GAMBLER hotline.

The Lottery also maintains a strong partnership with our retailers and local law enforcement agencies to ensure our Lottery retailer network is abiding by our 18+ policy to prevent underage gambling.
Supporting the California Lottery’s commitment to ensuring integrity, honesty, and fairness, here is an overview on key Lottery Retailer points all retailers and their staff must follow:

- Maintain a positive brand image and positive playing experience for customers.
- Comply with all laws and regulations that apply to Lottery products.
- Follow all Lottery procedures and Retailer Contract requirements, including those relating to Lottery terminal security, establishing and maintaining effective inventory control, and immediate reporting of lost or stolen Lottery tickets.
- Cooperate with the Lottery in the promotion of Responsible Gaming.
- Comply with the Lottery’s prize cashing policies, paying prizes validated on the Lottery terminal up to the $599 cashing limit. **NOTE:** Lottery retailers cannot charge players any fee (e.g., transaction fee or convenience fee, service fees, etc.) for cashing winning tickets nor “discount” the winning ticket for any reason.
- Sell and redeem Lottery products only to individuals who are **18 years of age or older.**
- Fully pay for Lottery tickets and products before playing Lottery games.
- Answer all reasonable customer questions, or direct customers to contact the Lottery as necessary.
- Cooperate with all investigative, security, inspection, and enforcement activities conducted by Lottery personnel or any other law enforcement or regulatory agency.
- Treat all customers and Lottery representatives with honest, respectful, professional, fair, and courteous behavior at all times. Misconduct such as dishonesty, illegal or criminal activity or offensive behavior could result in termination.
- The California Lottery is committed to providing a safe, healthful work environment that is free from threats, intimidation, derogatory remarks, insults, bullying, harassment; including sexual harassment, acts of violence or any form of discrimination. All allegations and or reports of offensive behavior occurring while State duties were being provided will be investigated and appropriate action taken to protect Lottery employees, to the extent possible.

Additional information is available through your Lottery Sales Rep, [www.calottery.com/retailer](http://www.calottery.com/retailer), or **1-855-395-6886.**
Lottery Outsells Other Products
Lottery is a $69 billion* industry in the U.S. Compare that with other popular items you may sell.

The California Lottery has paid approximately $5.3 billion to retailers since its inception.

Gross sales per week**

<table>
<thead>
<tr>
<th>Product</th>
<th>Weekly Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>CANDY</td>
<td>$297</td>
</tr>
<tr>
<td>ENERGY DRINKS</td>
<td>$137</td>
</tr>
<tr>
<td>LIGHTERS</td>
<td>$64</td>
</tr>
<tr>
<td>LOTTERY</td>
<td>$4,700</td>
</tr>
</tbody>
</table>

*North American State and Provincial Lottery Fiscal FY'14 sales. ** Source for gross sales per week information for candy, lighters, and energy drinks: National Association of Convenience Stores FY09
**Why Sell Lottery?**

**CA Lottery Outperforms Other Items in Profit Per Sq. Ft.**

Profit revenue and profit per square foot (PPSF) of floor or counter space are much greater for lottery than for many other items – and there’s no upfront cost.

### Avg. Weekly Profit Per Square Foot

<table>
<thead>
<tr>
<th>Item</th>
<th>Candy</th>
<th>Energy Drinks</th>
<th>Lighters</th>
<th>CA Lottery Tickets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avg. Weekly Profit Per Square Foot</td>
<td>$6.00</td>
<td>$12.10</td>
<td>$22.00</td>
<td>$32.00</td>
</tr>
</tbody>
</table>

### Avg. Weekly Gross Profit

<table>
<thead>
<tr>
<th>Item</th>
<th>Candy</th>
<th>Energy Drinks</th>
<th>Lighters</th>
<th>CA Lottery Tickets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avg. Weekly Gross Profit</td>
<td>$144.00</td>
<td>$36.30</td>
<td>$22.00</td>
<td>$320.00</td>
</tr>
</tbody>
</table>

### Average Weekly Profits / PPSF

<table>
<thead>
<tr>
<th></th>
<th>Candy</th>
<th>Energy Drinks</th>
<th>Lighters</th>
<th>Lottery</th>
</tr>
</thead>
<tbody>
<tr>
<td>Upfront cost of goods</td>
<td>$153.00</td>
<td>$103.00</td>
<td>$212.00</td>
<td>$0</td>
</tr>
<tr>
<td>Retail price per unit</td>
<td>$0.99</td>
<td>$2.50</td>
<td>$1.29</td>
<td>$1.00–$20.00</td>
</tr>
<tr>
<td>Gross sales per week</td>
<td>$297</td>
<td>$137.50</td>
<td>$64.50</td>
<td>$4,700</td>
</tr>
<tr>
<td>Gross profit per unit</td>
<td>$0.48</td>
<td>$0.66</td>
<td>$0.44</td>
<td>Varies by price</td>
</tr>
<tr>
<td>Profit percentage**</td>
<td>48%</td>
<td>26%</td>
<td>34%</td>
<td>6.8%</td>
</tr>
<tr>
<td>Units sold per week</td>
<td>300</td>
<td>55</td>
<td>50</td>
<td>Varies</td>
</tr>
<tr>
<td>Gross profit per week</td>
<td>$144.00</td>
<td>$36.30</td>
<td>$22.00</td>
<td>$320.00</td>
</tr>
<tr>
<td>Sq. ft. to display***</td>
<td>24</td>
<td>3</td>
<td>1</td>
<td>10</td>
</tr>
<tr>
<td>Weekly Profit per sq. ft.</td>
<td>$6.00</td>
<td>$12.10</td>
<td>$22.00</td>
<td>$32.00</td>
</tr>
</tbody>
</table>

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**Average California Lottery aggregate earnings; includes commissions and bonuses.**

***Approximate. Actual square footage varies per retailer setup.**
**WHY SELL LOTTERY?**

**Build Traffic and Add-On Sales**

- Jackpots drive traffic to your store and generate add-on sales of other products
- Lottery introduces 3-4 NEW Scratchers® games every month
- Consumers associate “Lucky” with your store when they win the CA Lottery
- Recent studies showed for every $5 lottery transaction players spent an additional $10 in store*

*Source: National Association of State and Provincial Lotteries, San Diego Conference July 2013*
Low Inventory and Great Financial Terms

- There is very little “inventory” on Lottery Scratchers® tickets and draw games have virtual inventory in a computer.
- Lottery products are delivered via UPS within 24 hours of order placement, if ordered by 3pm. No delivery trucks in your parking lot, no merchandisers in your stores, and no ordering decisions.
- Lottery Draw game tickets don’t expire or go out of date like other perishable goods. And, if sales of a Scratchers® ticket are slow, we’ll take it back and give you credit for it.

CA Lottery provides up to 50 days net financing. No other product offers these terms.
“I think it draws a lot of people to play because they know proceeds go to the schools. We get a lot of clientele that will come in, play lotto, buy a soda, buy other things so it’s a good draw.”
-Aaron Guidi, Gaines Liquor

“Children are the future. It’s very important as a business in the community to give back to the community.”
-Maria Mohamed, Owner Maria’s Market & Deli

“(Lottery) brings other customers. They might want to get something else when they’re coming in just for Lottery tickets. Lottery business is good for business. It creates revenue, it creates cash flow and it creates foot traffic into your store.”
-Ron Chonos, Owner Jug & Jigger

Making sure new games are activated right away is a key task for bookkeeper Ashley Cato. “Keeping the Lottery vending machine full keeps all our customers happy and has increased sales by 18%”
-Ashley Cato, Safeway
COMMISSIONS AND BONUSES

COMMISSIONS

Draw Games Commissions:
Altura Terminal ................................... 6.0%
Quick Terminal .................................... 6.0%
Self-Serve Terminal ............................. 4.5%
GamePoint .......................................... 4.5%
Gemini ................................................. 4.5%
Fantasy 5 Replays Handling Fee .......... 6.0%

Scratchers® Commissions:
Scratchers® ......................................... 6.0%
Free Scratchers® Handling Fee ........... 6.0%

SALES BONUSES

Draw Games Sales Bonuses:
Retailers earn one half of one percent for selling winning tickets for the following Draw game prizes:
• Powerball® ..... $1 Million Prize or more (regardless of the payment option selected, up to a Maximum bonus of $1 Million)
• Mega Millions® .. $1 Million Prize or more (regardless of the payment option selected, up to a Maximum bonus of $1 Million)
• SuperLotto Plus® ............ Jackpot winner
• Fantasy 5 .............. 5/5 Top Prize winner
• Daily Derby® ............ Grand Prize winner

As an example, if you sell a $12 Million SuperLotto Plus® or Mega Millions® jackpot winning ticket, you will earn a selling bonus of $60,000! If you sell a $40 Million Powerball® jackpot winning ticket, you will earn a selling bonus of $200,000.

SCRATCHERS® Sales Bonuses:
Scratchers® top prizes of $1 Million or more earn a bonus of one half of one percent.

Additionally, Scratchers®, in connection with a promotion* resulting in a promotional award of $1 Million or more, also earn a one half of one percent bonus.

* See Official Promotion Rules for eligibility details.

CASHING BONUSES

Draw Games Cashing Bonus:
$99-$599 Winners .............................. 3.0%
Cash winning draw game plays worth $99 to $599 and you earn a three percent cashing bonus!

As an example, cash a $500 winning ticket for Daily 3 and earn a cashing bonus of $15! Draw games cashing can be profitable and allows for multiple-line prize payments of more than $599. For example, cash a Fantasy 5 ticket where two lines win a prize. Line A wins $200 and Line B wins $500. This adds up to $700 in “payable at retail” prizes because it is two separate prizes. The terminal will display the total prize amount and ask if you can pay. To cash the ticket, press “SEND” and pay the player $700. You’ll earn a bonus of $21.

Note: If one of the winning combinations on a multiple-line winning ticket exceeds $599, the terminal will display “Exceeds Cash Limit, File Claim Form” and a claim receipt will automatically be printed out.

Scratchers® Cashing Bonus:
$1-$599 Winners .............................. 1.0%
Cash any winning Scratchers® ticket from $1 to $599 and you earn one percent of the prize value!

As an example, cash a $500 winner and earn a cashing bonus of $5!
How to Make More Money for Your Business

Attract Players to Your Store

- Clearly display exterior signs to remind players that you are a Lottery retailer
- Post promotional signage on doors and windows in view of players entering the store
- Keep all Point-of-Sale (POS) materials clean and updated; replace old signs
Prominently Display Your Scratchers® Tickets

• Place your Scratchers® tickets at eye level on the front counter for maximum visibility
• Number your Scratchers® ticket bins to make it easy for customers to choose their games
• Activate and display NEW games when you receive them to keep players playing in your store

Correct placement of on-counter displays can add hundreds of dollars a week in sales

Display games in an area free of clutter and visible at each register.
HOW TO MAKE MORE MONEY FOR YOUR BUSINESS

Co-Locate your Lottery equipment

• Place your terminal and electronic Point of Sale (ePOS) screen in a high traffic flow area, clearly visible to players when they walk in the door
• Prominently display your Check-A-Ticket machine at a designated lottery play area
• Co-locate the Self Service Terminal (Lotto Games), Instant Ticket Vending Machine (Scratchers tickets®) and Playcenter at the front of the store near the entrance/exit, clearly visible with easy access for players
Designate a Lottery playing area

• Make your Lottery players feel welcome - make playing easy and convenient
• Dedicate a place in your store where players can fill out their playslips, play their Scratchers ticket, and check winning numbers
• If space allows, add a Hot Spot monitor and create a seating area to encourage your customers to stay and play
Promote, Promote, Promote!

- Ask for the Sale - ask every customer who is 18 years or older to play
- Pay winners - it creates churn and promotes customer loyalty
- Inform customers that your store is a lucky store - talk about recent winners
- Post pictures of your customers with winning tickets and amount won

Did you know?
There are more than 5 million CA Lottery winners and over $50 million in prizes awarded to players every week!
Train Your Staff

- Educate staff about Lottery games, including odds, prize values, top prizes, draw days, how to play, cancellation policies, current winning numbers and jackpots
- Keep important information (*i.e. Retail Product Plan, etc. handy for clerks to reference*)
- Use a clerk incentive plan for increasing sales on their shift; give a gift certificate or store merchandise to clerks with the highest net sales increase
- Encourage clerks to promote Lottery by asking for the sale, drawing attention to new Scratchers® tickets, up-selling to higher price points, using change to buy Lottery products and informing customers about high jackpots, promotional games and events
- Send new employees to training for free
- *Remind your players that public schools benefit from every lottery ticket sold*
DRAW GAMES SELLING TIPS

Make playing easy and convenient by placing playslips near the point of purchase

- Display draw times and draw days for every Draw game near the register and designated Lottery play area
- Let your customers know the current jackpot amounts and recent winners in your store
- Pre-print winning number results for your customers
## Draw Games Schedule

<table>
<thead>
<tr>
<th>Draw Game</th>
<th>Days</th>
<th>Times</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>POWERBALL</strong></td>
<td></td>
<td>7:00 p.m.</td>
</tr>
<tr>
<td><strong>MEGA MILLION</strong></td>
<td></td>
<td>7:45 p.m.</td>
</tr>
<tr>
<td><strong>SUPERLOTTO PLUS</strong></td>
<td></td>
<td>7:45 p.m.</td>
</tr>
<tr>
<td><strong>FANTASY 5</strong></td>
<td></td>
<td>6:30 p.m.</td>
</tr>
<tr>
<td><strong>Daily 4</strong></td>
<td></td>
<td>6:30 p.m.</td>
</tr>
<tr>
<td><strong>Daily 3</strong></td>
<td></td>
<td>1:00 p.m. &amp; 6:30 p.m.</td>
</tr>
<tr>
<td><strong>Daily Derby</strong></td>
<td></td>
<td>6:30 p.m.</td>
</tr>
<tr>
<td><strong>Hot Spot</strong></td>
<td></td>
<td>Every 4 minutes starting at 6:00 a.m. and ending at 2:00 a.m.</td>
</tr>
</tbody>
</table>

**JACKPOT STARTS AT $40M**

**JACKPOT STARTS AT $15M**

**JACKPOT STARTS AT $7M**

**ESTIMATED TOP PRIZE STARTS AT $50K**

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Top Prize Starts at $15M

Jackpot Starts at $40M

Jackpot Starts at $15M

Jackpot Starts at $7M

Estimated Top Prize Starts at $50K

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Go to [calottery.com](http://calottery.com) for draw times & more information.
Scratchers® Ticket Selling Tips

Keys to Scratchers® ticket success

- Immediately Activate, Display and Sell new games the same day received
- Double-face top-selling $5, $10, and $20 games
- Your DSR can advise you on how to make room for new games and top sellers
- Increase the number of Scratchers® games on display - the more you show, the more you'll sell!
- Share new game information with your sales staff
- Keep your Scratchers® ticket bins full!

Be sure to match your display to the Ideal Game Mix found in the RPP
Identify New Game Shipments
Your new game shipments will arrive in an ORANGE ENVELOPE or in a BROWN BOX with an ORANGE LABEL and a GREEN STRIPED INVOICE.

Prominently display your Scratchers® tickets for maximum visibility
We Provide One-On-One Support

Role of your Lottery Sales Support Team

District Sales Representative (DSR)
- Your Primary Contact for Marketing and Sales information
- Provides best-selling tips and consultation, and helps you merchandise and maximize your sales
- Reviews how new games and promotions will help you increase sales
- Delivers and places Point of Sale Signage (POS)
- Reviews Retail Product Plan (RPP) with you

Lottery Ticket Sales Specialists (LTSS)
- Your Primary Contact for Scratchers® ticket inventory
- Replenishes your existing Scratchers® ticket inventory
- If you run out of Scratchers tickets, call the CA Lottery Hotline: 1-855-EZ LOTTO (395-6886)

If your call is received by 3pm your tickets will be delivered within 24 hours

California Lottery Live - We Bring the Play to the People!

CA Lottery Live

Nothing drives sales like a little fun, so check our website for current promotions and events throughout the year!
HOW WE HELP RETAILERS GROW SALES

We Provide FREE Point of Sale Materials

The Lottery provides retailers with a robust set of marketing tools including product artwork, store displays and posters, retail product plans and more. These materials are only available to Lottery retailers.
HOW WE HELP RETAILERS GROW SALES

WE SUPPORT OUR PRODUCTS TO DRIVE TRAFFIC TO YOU!
Including TV, Radio, Outdoor Billboards and Print!

We Invest in Multi-Lingual Product Advertising
Including Spanish, Chinese, Vietnamese and Korean
Go to calottery.com/retailer and sign up for a retailer account to get the latest new game information and access current and past Retail Product Plans (RPPs), where you can find Scratchers® ticket placement guidelines. Your ebiz account will also allow you to track yearly sales and commissions for your retail location and print detailed reports to help you track Scratchers® ticket inventory, pack information, sales and much more!

We Engage Customers with Social Media