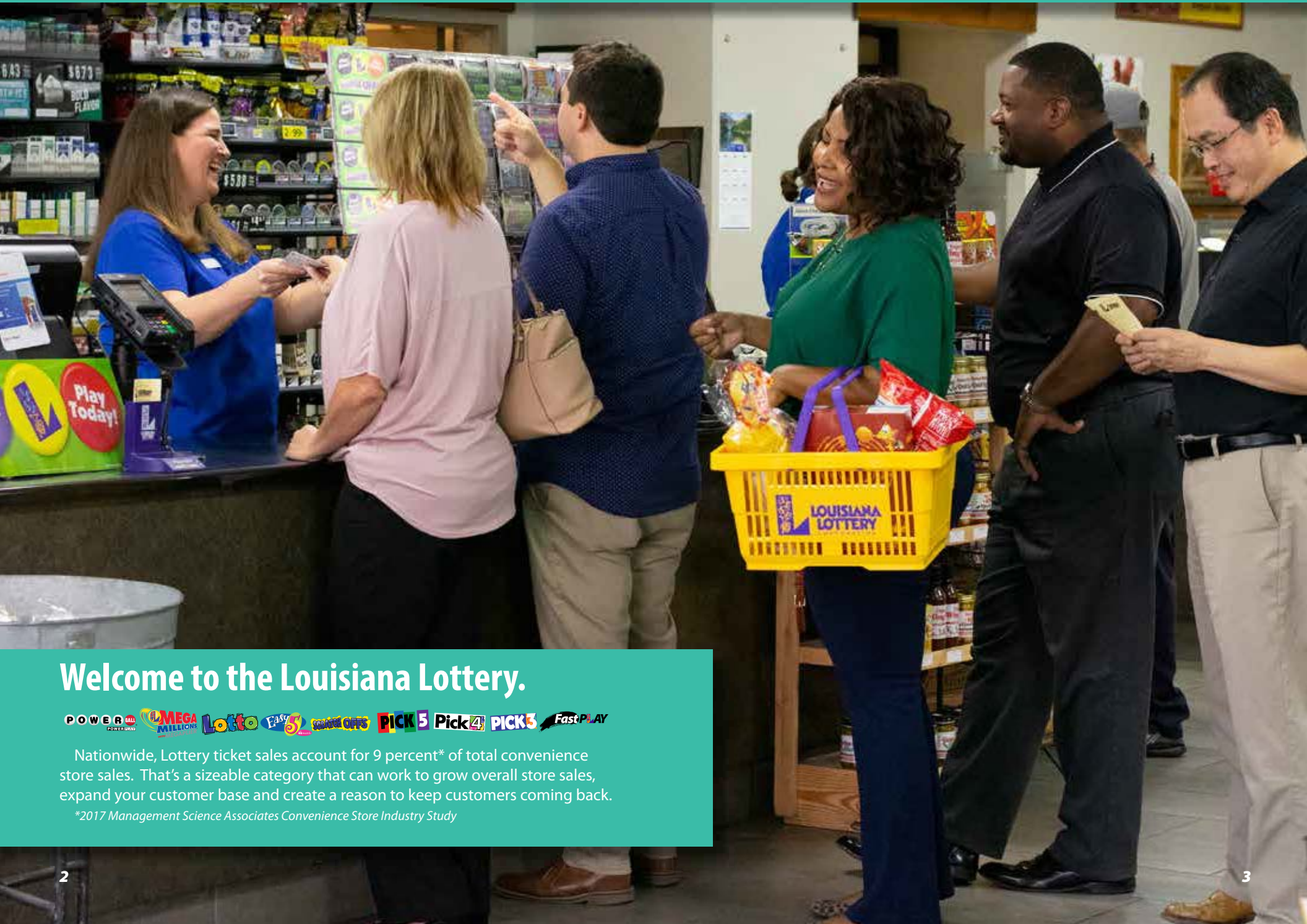




**We Open Doors.**



Boost your bottom line with an exciting product line that attracts customers who spend more and visit more.



## Welcome to the Louisiana Lottery.

POWERBALL MEGA MILLIONS Lotto Fast 2 Scratch Offs PICK 5 Pick 4 PICK 3 FastPLAY

Nationwide, Lottery ticket sales account for 9 percent\* of total convenience store sales. That's a sizeable category that can work to grow overall store sales, expand your customer base and create a reason to keep customers coming back.

*\*2017 Management Science Associates Convenience Store Industry Study*





## LOTTERY RETAILER

# ADVANTAGES



### Larger Basket Size.

Lottery players spend about 65% more per visit than nonplayers (\$10.35 vs. \$6.29)! That's because 95% of them purchase at least one other item with their tickets.\*



### Increased In-Store Visits.

Lottery ticket purchases are among the top three reasons pay-at-the-pump customers come inside the store.\*\*



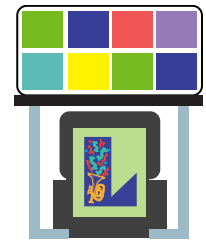
### Return Visits.

Winning ticket redemptions provide customers with a tangible incentive to return to your store while putting cash directly into their hands – cash that can be converted to additional store sales.



### Frenzy of Fun.

Create more word-of-mouth advertising and social buzz for your store from Lottery jackpots and selling big winning tickets.

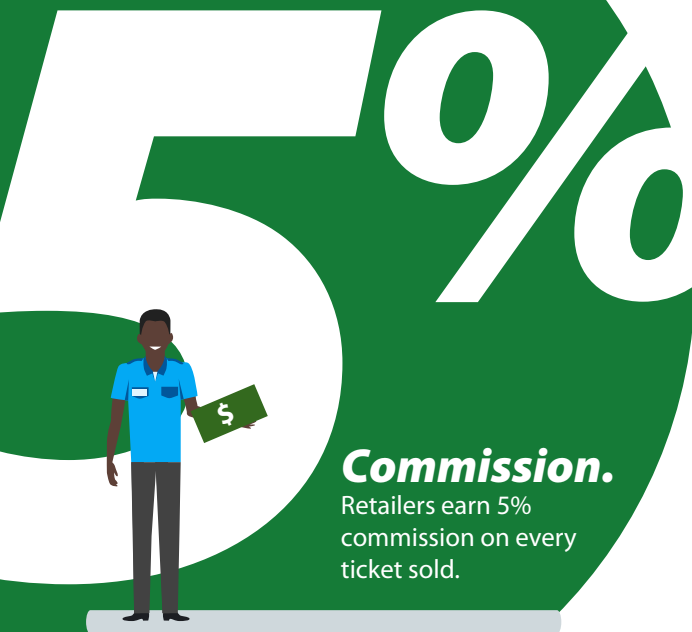


### Small Footprint. Low Investment.

The average space required to sell Lottery products is a mere 4 square feet. Also, equipment and support are provided at no additional cost, making it easy and inexpensive to get started.



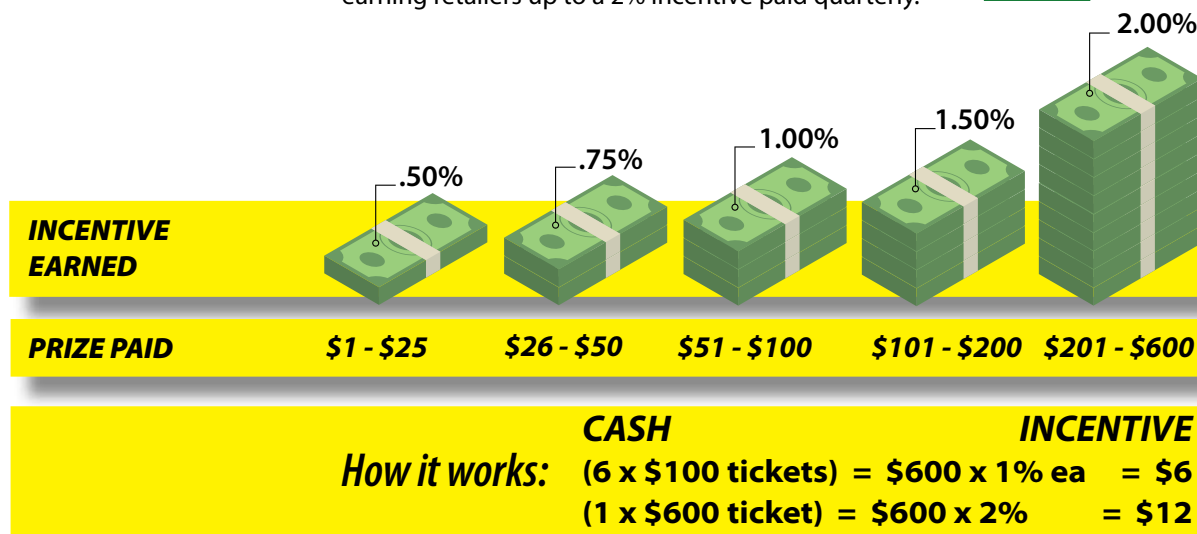
# Retailer Income Opportunities



## Cashing Incentives.

Retailers are encouraged to cash customers' winning tickets of up to \$600 for the largest incentive. Cashing winning tickets to the maximum allowed encourages repeat customer visits and incremental spending, while earning retailers up to a 2% incentive paid quarterly.

Up To  
**2%**



Retailers also get to share in their customers' good fortune by receiving a bonus for selling jackpot-winning tickets. Bonuses typically equal 1% of the prize, with the exception of Powerball and Mega Millions jackpots, as follows:

### Jackpots

Minimum of \$25,000 or 1% of Louisiana's contribution to the jackpot prize pool.

**Bonus:** \$25,000 +

POWERBALL



POWERBALL  
POWERPLAY



### Match-5 Prize

Including Power Play

**Bonus:** \$10,000 - \$20,000

### Jackpots

**Bonus:** \$5,000 +

Lotto



SELLING  
**BONUS**



MEGA  
MILLIONS



### Jackpots

Minimum of \$25,000 or 1% of Louisiana's contribution to the jackpot prize pool.

**Bonus:** \$25,000 +

### Match-5 Prize

Including Megaplier  
**Bonus:** \$10,000 - \$50,000

MEGA  
MILLIONS  
WITH MEGAPLIER

Easy 5

### Jackpots

**Bonus:** \$500 +







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# QUALITY

## EXPERT

# SALES

## INVENTORY MANAGEMENT

## STATE-OF-THE-ART

## PROMOTION

Our winner awareness programs, advertising campaigns, in-store promotions and social media platforms enhance your sales efforts with product promotion on the statewide and individual store levels.





# The Journey to Becoming a Retailer

Ready to join the **2,900** businesses already reaping the rewards of offering Lottery products? You could be up and running in as little as 4-6 weeks!



## 1. GOOD STANDING?

Obtain letters of clearance/good standing from the Department of Revenue and the Louisiana Workforce Commission. Make sure you are also in good standing with the Secretary of State.

## 4. REVIEW YOUR RESPONSIBILITIES.

While you're waiting on us, review the Retailer Regulations, Louisiana Lottery Corporation Law and Code of Governmental Ethics at [louisianalottery.com/retailers](http://louisianalottery.com/retailers).

## 2. SUBMIT THE APP!

Complete the Retailer Application Package. Remit with the clearance/good standing letters and a one-time \$35 licensing fee.

## 3. APPLICATION REVIEW.

We'll perform a security background/credit check, as well as a marketing evaluation.

## 5. INSPECTION TIME.

We will schedule an ADA inspection of your business.

## 6. APPROVAL!

Provided all requirements are met, your application is approved.

## 7. SCHEDULE TRAINING.

Hands-on classroom training is provided for your staff.

## 8. EQUIPMENT INSTALLATION & PRODUCT DELIVERY.

## 9. POST YOUR OFFICIAL LOTTERY LICENSE.

## 10. START SELLING!





# What Other Business Owners Are Saying



**Suresh Sadhwani**  
Owner, Unique General Store,  
New Orleans

Having the Lottery helps out with sales of other products and brings in more customers. It's like free advertising! When you put out the Lottery sign, it draws customers in, and they pick up other items when they're here. At the end of the day, it helps out my overall bottom line and brings more revenue to our store.



**Duc Nguyen**  
Owner, Food N' Geaux,  
Baton Rouge

Lottery customers are very loyal; we have repeat customers we see on a daily basis. More than 90 percent of them purchase other items with their tickets, mostly our food. And when they win, it brings them back. The fact that a portion of Lottery sales goes to education also makes it rewarding to us.



**Emon Saiful**  
Owner, Kajeunes Food Mart,  
Opelousas

The Lottery is like the soul to my business because it not only brings in new customers, it allows us to build a relationship with them, too. I enjoy listening to their stories because Lottery products can make a difference in their lives. One of my regular customers won \$500 playing his favorite number at my store, and that really built up that customer relationship.



**Rawhi "Roy" Mashni**  
Owner, Super Al,  
Alexandria

Super Al Owner Rawhi "Roy" Mashni says the Lottery brings in foot traffic with customers dedicated to playing their favorite games. Along with their Lottery purchase, they buy additional products available in his store. "The Lottery ensures that we have sufficient inventory to meet our customers' needs and provides a variety of games to entertain those loyal players. Our store is very pro-Lottery and treats players with friendly, enhanced service. Because of that, they say they won't go anywhere else!"



**Kunal Arya**  
Owner, Excel Express,  
West Monroe

Excel Express Owner Kunal Arya says any customer that purchases at his store is a good customer, and Lottery games bring in good customers! "The Lottery is like a service we offer, and it makes our customers happy! When these customers are happy, they stick around and spend money on other items we have in our store."



**Rohit Bhagat**  
Owner, Raceway,  
Shreveport

Raceway Owner Rohit Bhagat says selling Lottery products at his location gets more people to come inside. "Many Lottery customers visit regularly – multiple times a week to get their Lottery tickets. When they do, they look around at the other amazing things our store has to offer, like our food or beverages, and purchase those as well!"





# Fun Facts

## About Louisiana Lottery Retailers



**\$708  
MILLION**

Louisiana retailers have earned more than \$708 million from the sale of Lottery tickets!



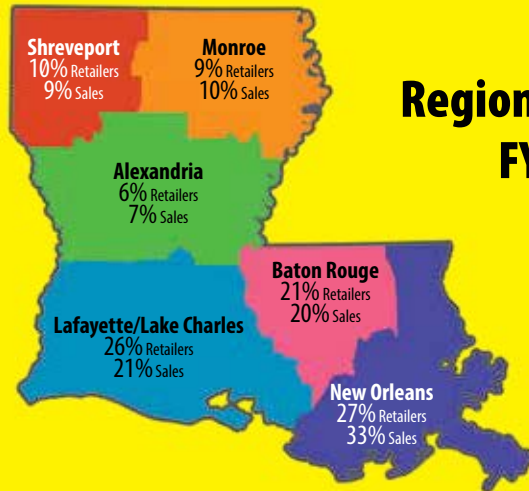
**\$4.5  
BILLION**

Louisiana retailers have helped generate more than \$4.5 billion for K-12 public education in Louisiana, amounting to about 35% of total revenue since the Lottery's inception.



### LOUISIANA RETAILERS

CASH MORE THAN **78,000** WINNING TICKETS EVERY DAY,  
PAYING OUT ABOUT **\$295 MILLION** EACH YEAR!



### Regional Snapshot FYE 2023



#### Club Lotteaux.

Join our players club to receive email, including winning numbers for your favorite games, special promotions and more. Visit [louisianalottery.com](http://louisianalottery.com) to join. It's FREE!



# The Power to Play Your Way!

## Official Louisiana Lottery Mobile App

Get all the information on winners, jackpot alerts, promotions, new games and MORE!





# LOTTERY OFFICES

## **Corporate Headquarters**

555 Laurel Street | Baton Rouge, LA 70801  
**(225) 297-2000**

## **New Orleans**

Clearview Palms Shopping Center  
2222 Clearview Parkway, Suite B-3 | Metairie, LA 70001  
**(504) 889-0031**

## **Baton Rouge**

555 Laurel Street | Baton Rouge, LA 70801  
**(225) 297-2290**

## **Lafayette**

Centerpiece Shopping Center  
5520-L Johnston Street | Lafayette, LA 70503  
**(337) 262-5413**

## **Alexandria**

Emerald Square Shopping Center  
1325 MacArthur Drive | Alexandria, LA 71301  
**(318) 487-5005**

## **Monroe**

1128 Pecanland Mall Drive | Monroe, LA 71203  
**(318) 362-5460**

## **Shreveport**

Old River Marketplace  
767 Shreveport Barksdale Highway | Shreveport, LA 71105  
**(318) 869-6550**

For winning numbers and jackpot information  
call: (225) 297-2350.

**[louisianalottery.com/retailers](https://louisianalottery.com/retailers)**

