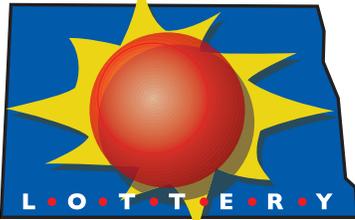


North Dakota



www.lottery.nd.gov

1st Quarter 2009

# Lottery Links

News and Ideas for Lottery Retailers

## In This Issue

- ◆ Cash for Clerks! (front page)
- ◆ Director's Message (Page 2)
- ◆ New Management? (Page 3)
- ◆ Hot Lotto Sales Sizzle with \$5 Offer (Page 3)
- ◆ Changing Your Business (Page 4)

Lottery Links is provided free to licensed retailers, Lottery Advisory Commission members, vendors and other interested parties. Lottery Links is available on the web site at [www.lottery.nd.gov](http://www.lottery.nd.gov).

## Cash for Clerks!



### The More You Sell, The More Chances You Have to Win!

Now for the third year, the Lottery will again be offering clerks the opportunity to win **CASH** – and this year will feature 50% more cash prizes! Beginning March 29 through May 2, clerks have a chance to win CASH prizes of \$25, \$50 & \$100 when selling Powerball with Power Play tickets. With each sale, watch for RANDOM Clerk Coupons to print.

Each Tuesday, for FIVE weeks the Lottery will randomly select 37 winning Clerk Coupons for a weekly cash give-away of \$1200! The Lottery will send a terminal message to each retailer that has a winning Clerk Coupon and winning Clerk Coupon numbers will also be posted on the Lottery's web site.

By simply asking your customers, **“Would you like to add Power Play?”** you can get in the game to win cash! *Remember to ask for the sale to increase your chances to win CASH!*

*Look For Winning Clerk Coupon numbers each Tuesday:*

**April 7, 14, 21, 28 and May 5!**

To find out if you've won, go to [www.lottery.nd.gov/retailers](http://www.lottery.nd.gov/retailers)

# Director's Message

Randy Miller



*“Congratulations! Your business earned a retailer bonus of \$50,000 for selling a Powerball Grand Prize winning ticket on February 28!”*

How would you like to receive a letter from the North Dakota Lottery stating that your business earned a \$50,000 retailer bonus? Or even better, how would you like to increase that retailer bonus from \$50,000 to \$100,000? The amount of the retailer bonus in the example may be a dream, but the concept is real with the Lottery's Retailer Bonus Program, which was introduced on January 1, 2006. The program was designed to recognize your efforts to promote the lottery and to encourage sales of tickets by rewarding retailers that sell tickets with a prize value of \$5,000 or more.

All four games conducted by the Lottery qualify for the retailer bonus: Powerball, Hot Lotto, Wild Card 2, and 2by2. Subscriptions sales and renewals procured from a retailer and submitted with the retailer's license number on the form, also qualify for the retailer bonus.

The retailer bonus awarded for selling a winning ticket is dependent upon the game and value of the prize. Retailers earn an additional bonus if a winning Powerball ticket includes Power Play and if a winning Hot Lotto ticket includes Triple Sizzler. Retailer bonuses range from \$250 to \$100,000.

<b>Game</b>	<b>Prize</b>	<b>Bonus</b>	<b>Additional Bonus</b>
POWERBALL	Powerball Grand Prize	\$50,000	Additional \$50,000 with Power Play
	\$200,000	\$2,500	Additional \$2,500 with Power Play
	\$10,000	\$500	Additional \$500 with Power Play
HOT LOTTO	Hot Lotto Grand Prize	\$5,000	Additional \$5,000 with Triple Sizzler
	\$10,000	\$500	Additional \$500 with Triple Sizzler
WILD CARD 2	Wild Card 2 Grand Prize	\$2,000	
	\$5,000	\$250	
2by2	2by2 Grand Prize, \$22,000	\$500	
	Tuesday Draw: \$44,000*	\$1,000	*Tuesday draw: Double grand prize winning play on a qualifying multi-draw ticket.

Since the start of the Retailer Bonus Program, retailers have earned over \$160,000 in bonuses. To keep the momentum rolling, the Lottery encourages cashiers to actively promote the sale of lottery tickets, not only during promotions or high jackpots, but also throughout the year. The next ticket you sell may be a winning ticket that earns your business a retailer bonus.

As always, if you have comments or suggestions to make the North Dakota Lottery even better, please contact your Customer Service Specialist, the Lottery office at 701.328.1574 (local) or toll free at 1.877.635.6886. I invite you to stop by the Lottery office, write me a letter or e-mail me at [rcmiller@nd.gov](mailto:rcmiller@nd.gov).

Thank you for all your hard work.

*Randy Miller, Director*

# New Management?

As a reminder, if a store has a change in management, a retailer must request a record check on a new Applicant's Agent *within thirty days* of when the change is made.

An Applicant's Agent can be one or more of the following:

- general manager, who is the on-site manager and primarily responsible for controlling day-to-day operations
- sole proprietor
- partner of a partnership

For a corporation, an Applicant's Agent can be one or more of the following:

- general manager, who is the on-site manager and primarily responsible for controlling day-to-day operations
- an officer or director who is primarily responsible for financial affairs
- a shareholder who owns ten percent or more of the common stock of the business

If the new management has lived out-of-state in the last five years, an out-of-state record check is also required.

For more information or to access the proper record check forms, contact your Customer Service Specialist or the Lottery at 1-877-635-6886 for assistance.

## Hot Lotto Sales Sizzle with \$5 Offer

The Lottery's February Hot Lotto promotion was met with great player enthusiasm as sales jumped from \$262,930 to \$350,092, resulting in a 33% increase against a comparable jackpot period. The "Get 3 - Plays for only \$5," also spiked Sizzler percentages from 49% to 63% - that's an increase of fourteen percentage points!

As players were able to save a dollar during the promotional period, the Lottery and retailers reaped the benefits of increased sales. During the promotion, the lottery awarded a total of \$141,464 in player prizes, *which included a \$30,000 Match Five with Sizzler winner from Flasher*. The winning ticket, sold at Fitterer Gas and Oil, resulted in a Retailer Bonus for Fitterer Gas and Oil. Because the customer added Triple Sizzler, the bonus DOUBLED for a total award of \$1,000. **Thanks to all the retailers for supporting the Hot Lotto Promotion!**

## February Hot Lotto with Triple Sizzler Promotion ~ Top 20 Retailers ~

Dan's Super Market #2, N. 11th Street	Bismarck
Dan's Super Market #3, S Washington	Bismarck
M&H Gas	Mandan
Dan's Super Market #6	Mandan
Dan's Super Market #5, W. 18th Street	Dickinson
Main Tesoro	Bismarck
Simonson Station Store	Grafton
Sooper Stop	West Fargo
B & J Tesoro	Bismarck
Cash Wise Foods	Bismarck
Sunmart #103	West Fargo
Market Place Food & Drug, S. Broadway	Minot
Hornbacher's Village West	Fargo
Simonson Station Store	Williston
Farmers Union Oil	Beulah
Loaf N Jug #682, Rosser Ave	Bismarck
Circle 'R'	Oakes
Rosie's Food and Gas	Dickinson
Arrowhead Miracle Mart	Minot
M&H Gas	Minot



Office of Attorney General  
Lottery Division  
600 East Boulevard Avenue  
Dept. 125  
Bismarck, ND 58505-0040

(701) 328-1574  
1-877-NDLOTTO (635-6886)  
FAX (701) 328-1580

## Changing Your Business Location, Name, Ownership, or Type?

As Lottery licenses are non-transferable, a retailer must notify the Lottery in writing thirty days prior to any changes in business location, name, ownership, or type. Call the Lottery office for details on how to assure a smooth transition when making changes.

---

**Reminder** ~ To alleviate any questions a player may have regarding the proper validation of their lottery tickets, *all validated lottery tickets and player receipts should be returned to the player.*

---

**North Dakota**  
**POWERBALL**  
ADD Power Play

**Now... Add Power Play,  
and you could be the next  
Millionaire!**

**MATCH FIVE WHITE BALLS  
WITH POWER PLAY AND WIN  
\$1 MILLION**  
NOW ALWAYS A 5X MULTIPLIER!

**Larger, Faster Growing Jackpots!**  
Jackpots start at  
**\$20 MILLION!**

**North Dakota**  
**LOTTERY**

Please play responsibly.  
If You Don't Buy A Ticket,  
How Is Lady Luck Gonna Find You?  
[www.lottery.nd.gov](http://www.lottery.nd.gov)

Jackpot prize will be divided equally among multiple winners. All other prizes, including the Match 5+0 prize, may be reduced if claims exceed available prize fund.

**March 29 through May 2, 2009**

## **Clerk Coupon Cash BONUS!**

***"This Year with 50% More Prize Money"***

**Win cash prizes of \$25, \$50 & \$100**

*The more Powerball with Power Play tickets  
you sell...the more chances you have to win!*

*If it's a Clerk Coupon, keep it  
for a chance to win Cash!*

**Clerk Coupon  
For Clerks Only!**

### **How the Clerk Coupon Cash Bonus Works:**

- **COLLECT YOUR CLERK COUPONS:** Watch for **random** Clerk Coupons to print with **Powerball with Power Play** ticket sales from March 29 through May 2.  
Each time the terminal prints a Clerk Coupon, complete the back and **SAVE** the Clerk Coupon for weekly prize drawings of \$25, \$50 & 100.
- **ASK FOR THE SALE:** **For an extra dollar, players have a chance to win up to \$1 Million!**  
The more Powerball with Power Play tickets you sell, the greater your chances are to win!
- **CHECK FOR WINNERS:** Each Tuesday, beginning April 7, the Lottery will randomly select 37 winning Clerk Coupon numbers from the previous week's coupons (Sunday through Saturday). The Lottery will contact each retailer that has a winning Clerk Coupon(s) printed from their terminal. The winning Clerk Coupon numbers will also be posted on the Lottery's website: [www.lottery.nd.gov/retailers](http://www.lottery.nd.gov/retailers).
- **CLAIM YOUR PRIZE:** The winning Clerk Coupons should be mailed to: North Dakota Lottery, 600 E. Blvd. Avenue, Dept. 125, Bismarck, ND 58505-0040.

**See reverse side for complete rules.** For more information visit the Lottery's website at [www.lottery.nd.gov](http://www.lottery.nd.gov) or contact the Lottery at 1-877-635-6886.



# 2009 Powerball with Power Play Clerk Coupon Cash Bonus Official Rules

March 9, 2009

The North Dakota Lottery is sponsoring a Clerk Coupon Cash Bonus Promotion from March 29 through May 2, 2009. Starting Sunday, March 29, the Lottery will be randomly issuing Clerk Coupons for Powerball with Power Play ticket sales. Each Tuesday, beginning April 7, 2009 the Lottery will award 37 cash prizes to clerks who hold the winning Clerk Coupons issued during the previous week.

## A. Purpose

1. Encourage clerks to inform players about the Power Play option.
2. Encourage clerks to ask players about purchasing the Power Play option.
3. Reward clerks with a chance to win cash prizes.
4. Increase Powerball with Power Play ticket sales and Lottery retailers' commissions.

## B. How to Qualify

1. When a clerk sells a Powerball with Power Play ticket, a **Clerk Coupon** will randomly print from the terminal.
2. The random ticket selection is based on state-wide sales, not each terminal separately.
3. A clerk may earn an unlimited number of Clerk Coupons.

## C. Clerk Coupons

1. Each time the terminal prints a Clerk Coupon, the clerk who made the sale should immediately legibly sign and complete the back of the Clerk Coupon and retain it for the following week's drawing for cash prizes.
2. Each Clerk Coupon will have a unique six-digit qualifying number printed on it.
3. A clerk is responsible for safekeeping his or her Clerk Coupons.
4. The Lottery is not responsible for lost or stolen Clerk Coupons.

## D. Awarding Prizes

1. Each Tuesday, starting April 7, the Lottery will randomly select 37 winning Clerk Coupon qualifying numbers. The pool will contain all of the Clerk Coupons' qualifying numbers that were issued during the previous calendar week (Sunday through Saturday). **CHECK FOR WINNING CLERK COUPON NUMBERS EACH TUESDAY: APRIL 7, 14, 21, 28 and MAY 5.**
2. The prizes each week will be awarded in order of the highest cash prize first and continue to the lowest cash prize last.
3. On the day of each drawing, the Lottery will contact each retailer that had a winning Clerk Coupon(s) printed from their terminal and post the winning Clerk Coupons' qualifying numbers on the Lottery's webpage [www.lottery.nd.gov/retailers](http://www.lottery.nd.gov/retailers). Winning retailers will be contacted through terminal messages.

## E. Claiming a Prize

1. All Clerk Coupons earned by a clerk during a calendar week (Sunday thru Saturday) are eligible to win that week's prizes.
2. Clerks who possess winning Clerk Coupons may redeem their Clerk Coupons for the weekly prizes provided that they were employed at a Lottery retailer on the day the Lottery selects the winning Clerk Coupons.
3. The winning clerk must sign and complete the back of the winning Clerk Coupon to designate the clerk's ownership of the Clerk Coupon.
4. A clerk cannot transfer his or her Clerk Coupons to another clerk if the clerk no longer is employed by a Lottery retailer during the promotion.
5. The Lottery may verify that a winning clerk is employed by a Lottery retailer.
6. The weekly prize winning Clerk Coupons should be mailed to the Lottery: North Dakota Lottery; 600 E. Blvd. Ave.-Dept. 125; Bismarck, ND 58505-0040.
7. Winning clerks agree to allow the Lottery to publicize their name, city of residence and retailer employment upon claiming their prize.
8. A person may not claim a prize for another person.
9. A person who is in the United States illegally is not eligible to win a prize.
10. The Lottery will mail the prize checks to the winning clerks.
11. All weekly prizes must be claimed or postmarked by May 31, 2009.

## F. Weekly Prizes

The following prizes will be awarded each week, on **Tuesday, April 7, 14, 21, 28 and May 5, 2009.**

Prize	Quantity
\$25	30
\$50	5
\$100	2
<b>Total \$1200 per Week!</b>	<b>Total 37 per Week!</b>

## G. Alternate Retailer Policy

1. A retailer may apply an alternate retailer policy to distribute a prize that has been won by a Clerk Coupon issued from its terminal provided the retailer discloses its policy, in writing, to all of its clerks and the Lottery by March 29, 2009.

## H. Unclaimed Prizes

1. A clerk will forfeit any prize that remains unclaimed.