

Retailer Connection Newsletter and Sell Sheets

With the first of the month shipment of instant tickets, you'll receive an informative flyer that highlights features to help you sell the newest tickets. And quarterly, a Lottery Retailer is featured in our Retailer Connection newsletter to share tips of the trade that help you grow your lottery category.

Naresh and Jaya Hemnani

Eagle Mart Cleveland, TN



"Having the TN Lottery in my store has greatly increased my foot traffic. Every month the Lottery comes out with fun new games that keep my customers coming back for more. It also helps knowing that tickets I sell raise money for education."

Lisa White

Par-T-Pub Maryville, TN

"People play and talk and get to know each other a little while watching for their numbers. They really do have a good time with KENO To Go, but always love to buy an instant ticket, too."



About the Tennessee Education Lottery Corporation

The Tennessee Lottery is known as one of the top lotteries in the country. Its mission to maximize dollars for education programs in the state is seen in every aspect of its operation.

Since January 20, 2004, the Lottery has raised more than \$5.5 billion to fund designated education programs, including after-school programs, and college grants and scholarships like the HOPE Scholarship, Tennessee Promise and Tennessee Reconnect.

As a Tennessee Lottery Retailer, you'll gain satisfaction in helping raise dollars for education programs funded by the Tennessee Lottery.

For additional information, visit tnlottery.com and follow us on Facebook, Twitter & Instagram.



YOU SHOULD BE A TENNESSEE LOTTERY RETAILER!

We Want You!

Becoming a Tennessee Lottery retailer can help add \$\$ to your bottom line and build your overall business.

Benefits Include:

- Potential to bring new customers to your business each week.
- Increased sales from other store merchandise.
- Opportunities to upsell additional items.
- 6.5% commission on every ticket sold.
- 1% cashing bonus on Cash 3 and Cash 4 games.
- Top ticket-selling bonuses ranging from \$5,000 to \$50,000.
- New instant tickets delivered to your door every month.
- No up-front inventory costs.
- Professional sales and marketing support.
- Regular visits from your dedicated Lottery Sales Representative.

Increase your customer count and return visits!



Grow Your Business With the Tennessee Education Lottery

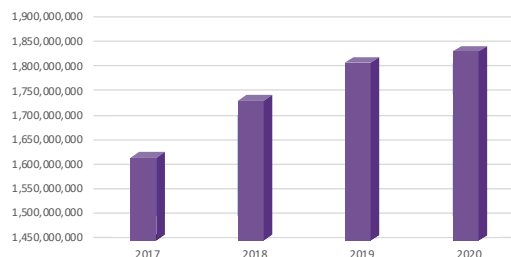
The Tennessee Lottery is innovative, dynamic and on the cutting edge of the industry. A huge variety of games are available to appeal to all of your customers. From a wide variety of instant games that launch every month on “First Tuesday” to big jackpot drawing-style games, there is something for everyone.

Additionally, in-store promotions and new product launches help create excitement for your customers.



Patel Wine & Spirits Spring Hill, TN

Total Sales 2017-2020



How Do I Get Started?

- Complete the application.
- Pay a one-time \$95 application fee.
- Create a separate bank account for Lottery transactions.
- Plan space for Lottery equipment, including Terminal, Dispensers and Play Station.
- Attend Retailer Training.

To learn more about the benefits of being a Tennessee Lottery Retailer, call 1-800-826-4311, option 5.

State-of-the-Art Equipment to Help You Sell Lottery Products

Lottery Terminal



Terminal
12.5 × 18.9 × 15.1 in.
Printer
6.6 × 12.8 × 9.2 in.

Ticket Checkers

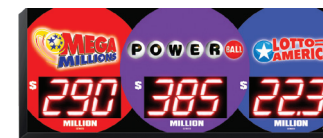


Counter Mount Config.
12.47 × 7.45 × 4.85 in.
Wall Mount Config.
12.03 × 6.73 × 3.58 in.

Lighted Lottery Logo and Jackpot Signs



Lighted Lottery Logo Sign
18 in. diameter



Lighted Jackpot Sign
36 × 15 × 15 in.