

In 2021 retailers
earned over
\$10 MILLION
in retailer
commissions!

BECOME A LOTTERY RETAILER!

- Get your Scratcher Inventory on consignment — up to 90 days to pay!
- Get regular phone support from your Customer Service Representative and in-store visits from your Field Service Representative
- No-cost ongoing training for your staff



| SELLING BONUS | TYPE OF WINNER |
|-----------------|---|
| \$50,000 | For selling a winning Powerball® or Mega Millions® jackpot ticket |
| \$10,000 | For selling a winning Lotto America® jackpot ticket |
| \$2,500 | For selling a winning Powerball or Mega Millions ticket with a prize value of \$1,000,000 and above (excluding jackpot) |
| \$1,000 | For selling a winning Roadrunner Cash™ jackpot ticket of \$100,000 or above |

See retailer compensation policy for more details.

Start Boosting Profits for Your Store!

BECOME A LOTTERY RETAILER!

DID YOU KNOW...

- Lottery players are:
 - 70% more likely to buy tobacco products
 - 62% more likely to buy adult beverages
 - 57% more likely to buy candy
 - 56% more likely to buy soda
- 89% of the U.S. population will purchase a lottery ticket in their lifetime
- 20% enter the convenience store after pumping gas because of lottery
- Lottery products account for 16% of gross inside retail sales
- An average retailer makes \$24,146 in annual gross revenue on lottery vs. \$5,746 on lighters and \$6,692 on energy shots

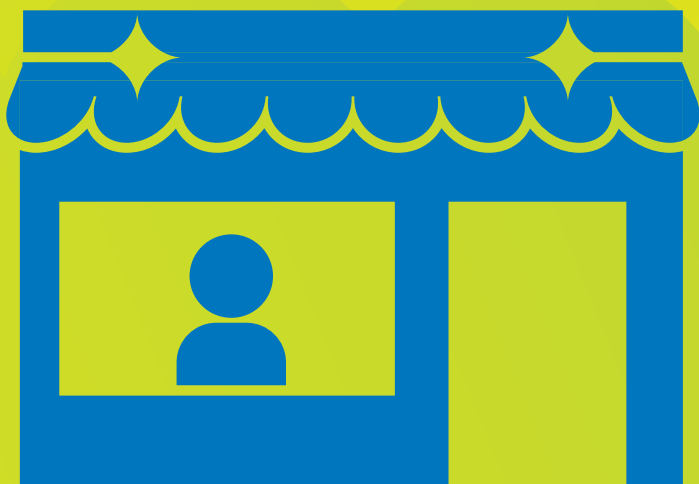
Lottery players spend

65%
MORE

in convenience stores than non-lottery players

95%

of lottery buyers purchase at least one extra item in a convenience store



NEW MEXICO
LOTTERY