



Holiday 2021



Maryland Lottery Retailer Holiday Bonus Program

PROMOTION PERIOD: 10/18/2021 - 12/26/2021(10 weeks)

It is again that time of year for the Maryland Lottery to introduce our new Holiday Scratch-Off games to our customers. Retailers across the state will have an opportunity to earn a Bonus Commission to wrap up the year.

NEW HOLIDAY GAMES AVAILABLE 10/18/21



LOOK FOR THE **RED** "NEW GAMES" BAG ON OCTOBER 18th.
DETAILS AND RULES ON REVERSE SIDE.

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OVERVIEW

Program will award cash bonus prizes to those retailers who achieve a minimum 20% increase in 2021 Holiday Scratch-Off ticket sales over their 2020 sales and settlement figures for the Holiday Family of Games. Retailers must activate all 5 price points during launch week to participate. This program will also feature a settlement bonus of \$200 for weeks 3, 6 and 9 for the most settlements of the 2021 Holiday Family of Games. (See below.)

BONUS PRIZE LEVELS

20% - 30% Increase

- \$100 bonus paid by invoice adjustment in early 2022

31% - 50% Increase

- \$175 bonus paid by invoice adjustment in early 2022

51% + Increase

- \$250 bonus paid by invoice adjustment in early 2022

HOW YOUR BONUS IS DETERMINED . . .

- The percentage of increase based on sales (settlements) of the five Holiday Scratch-Off tickets from October 18, 2021 through December 26, 2021 as compared to the same five price points of Holiday Scratch-Offs settled from October 19, 2020 through December 27, 2020.
- The increase will be on sales (settlement) dollars over 2020 holiday game sales and NOT on books activated.

Settlement Bonus:

Certain weeks will be designated Bonus Weeks in which the top 25 retailers who have settled the most books for that week will receive a bonus of \$200. Activations do not have to occur in that week.

- Week ending 11/7/2021 top 25 retailers prize of \$200 each = \$5,000
- Week ending 11/28/2021 top 25 retailers prize of \$200 each = \$5,000
- Week ending 12/19/2021 top 25 retailers prize of \$200 each = \$5,000

General Rules:

- Retailers must remain in good standing during the program period.
- No returns for credit on any packs activated during the program period. Packs can only be returned when games close or for print defects.
- Decisions of the Lottery are final.