

# Holiday Cash Extravaganza

## Maryland Lottery Retailer Holiday Bonus Program

Promotion Period: 10/17/2022 – 12/25/2022

It is again that time of the 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.



LOOK FOR THE RED "NEW GAMES" BAG ON OCTOBER 17TH.  
DETAILS AND RULES ON REVERSE SIDE.



# Maryland Lottery Retailer Cash Extravaganza

**Promotion Period: 10/17/2022 – 12/25/2022 (10 weeks)**

## OVERVIEW

Program will award a cash bonus to those retailers who achieve a minimum 11% increase in 2022 Holiday Scratch-Off ticket sales over their 2021 sales (settlement) figures for the **HOLIDAY FAMILY OF GAMES & TOTAL GAME SALES** (4% minimum) for the same period last year. Retailers not active for the 2021 time period can still earn a bonus of \$75 by activating all 5 Holiday games during the first week, and then activating all 5 games again during the program period.

## BONUS PRIZE LEVELS

LEVEL  
**A**

Instant sales increase: 11%–20%  
Total sales increase: 4%–7%  
**Bonus: \$300**

LEVEL  
**B**

Instant sales increase: 21%–30%  
Total sales increase 8%–10%  
**Bonus: \$500**

LEVEL  
**C**

Instant sales increase 31%+  
Total sales increase 11%+  
**Bonus: \$700**

## HOW YOUR BONUS IS DETERMINED

■ The percentage of increase based on sales (settlements) of the 5 Holiday Scratch-Off tickets from October 17, 2022 through December 25, 2022 as compared to the same 5 price points of Holiday Scratch-Offs settled from October 18, 2021 through December 26, 2021. Total sales calculations will be on all draw, monitor and scratch games for the previous stated period.

■ The increase will be on sales (settlement) dollars over 2021 holiday game sales and NOT on books activated. All retailers must activate all 5 price points during the week of 10/17/2022 to qualify for the program.

## 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.
- Retailers must achieve both levels of increase to earn the bonus. If a retailer only earns one level of increase (e.g., retailer increases their instant holiday sales by 12%, but if the total sales only increase by 3%, the retailer will not earn a bonus).
- Decisions of the Lottery are final.