

# **Massachusetts State Lottery Commission Meeting**

*Executive Director's Report*

**Delivered by: Michael R. Sweeney**

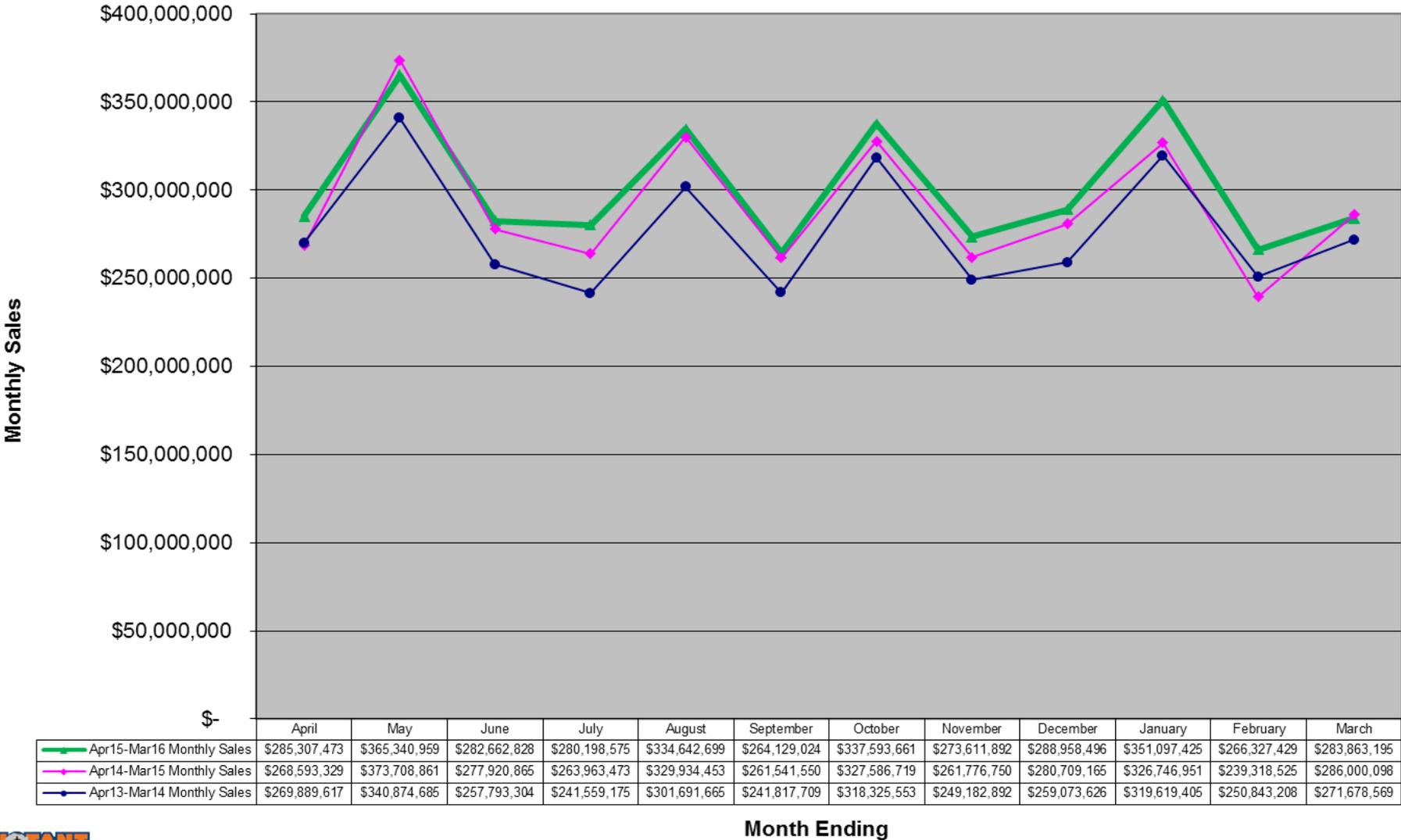
**April 26, 2016**



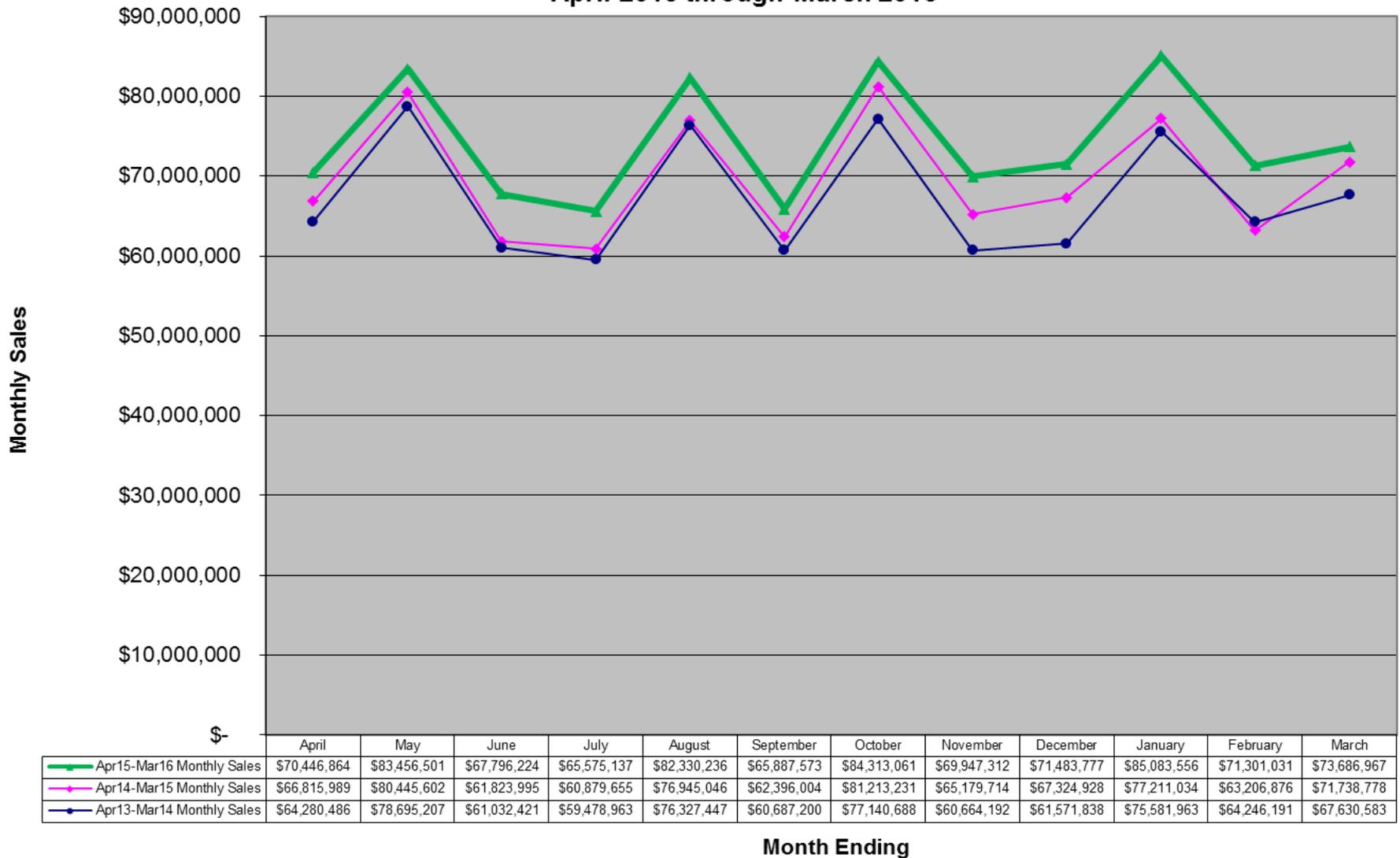
# Lottery Sales Update - March

- Overall sales for March of 2016 were up \$1.3 million over March 2015.
- Net profit for March 2016 was \$61.2 million compared to \$69.7 million in March 2015 for a decrease of \$8.5 million.
- Due to a shift in the calendar, 1 fewer day is included in the Fiscal Year 2016 year-to-date net profit figure when compared to FY15. Our net profit for the first nine months of FY16 is \$758.3 million compared to \$734.4 million through the first nine months of FY15, an increase of \$23.9 million. After adding a 1-day average net profit figure of \$2.8 million, the adjusted year-over-year change for the first nine months of FY16 vs. the first nine months of FY15 is a \$26.7 million increase in net profit.
- Our prize payout for March 2016 was 76.36 percent, as compared to 74.76 percent in March 2015. Our year-to-date prize payout for FY16 is 73.00 percent, as compared to 72.58 percent for the same nine-month period of FY15.
- KENO sales experienced an increase of \$1.9 million over March of last year. Mass Cash, The Numbers Game, Powerball, Mega Millions and Megabucks Doubler all increased in sales over March of 2015.
- Instant Ticket sales were down \$2.1 million compared to March of 2015. Compared to March of 2015, Lucky for Life sales were down \$251,666 and Jackpot Poker sales were down \$50,185.

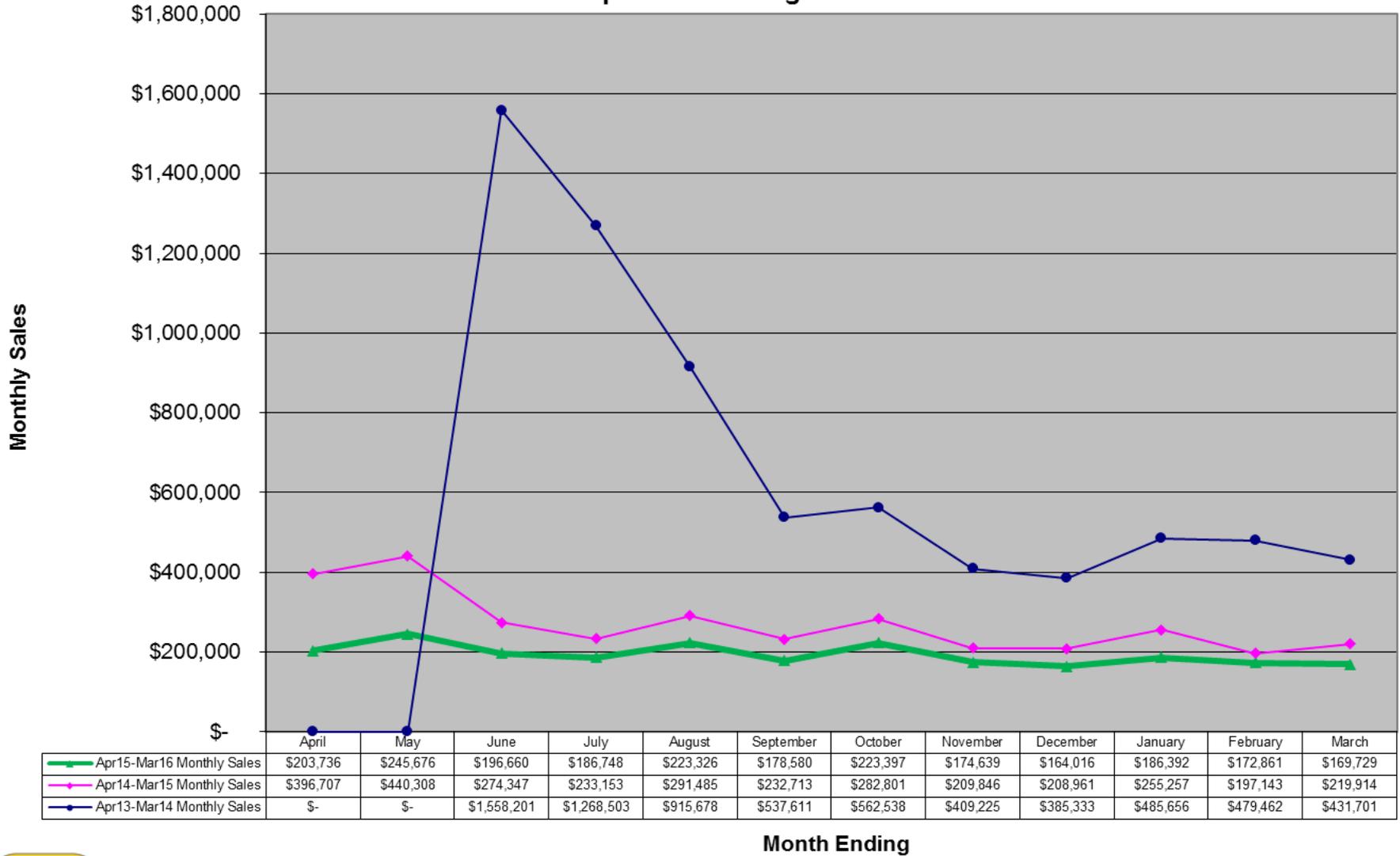
# Instant Tickets Monthly Sales Unadjusted Non Fiscal Year April 2013 through March 2016



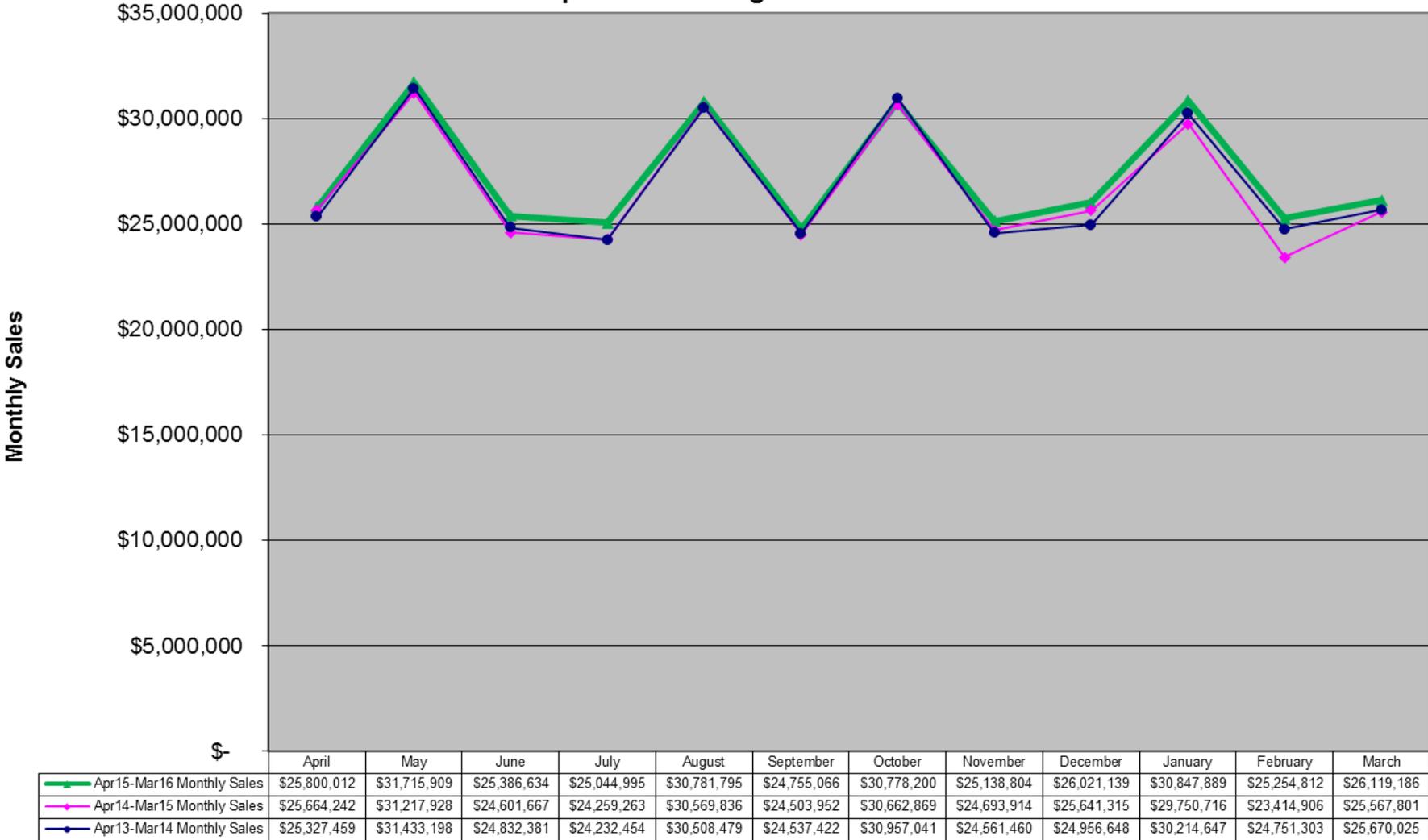
## KENO Game Monthly Sales Unadjusted Non Fiscal Year April 2013 through March 2016



## Jackpot Poker Game Monthly Sales Unadjusted Non Fiscal Year April 2013 through March 2016



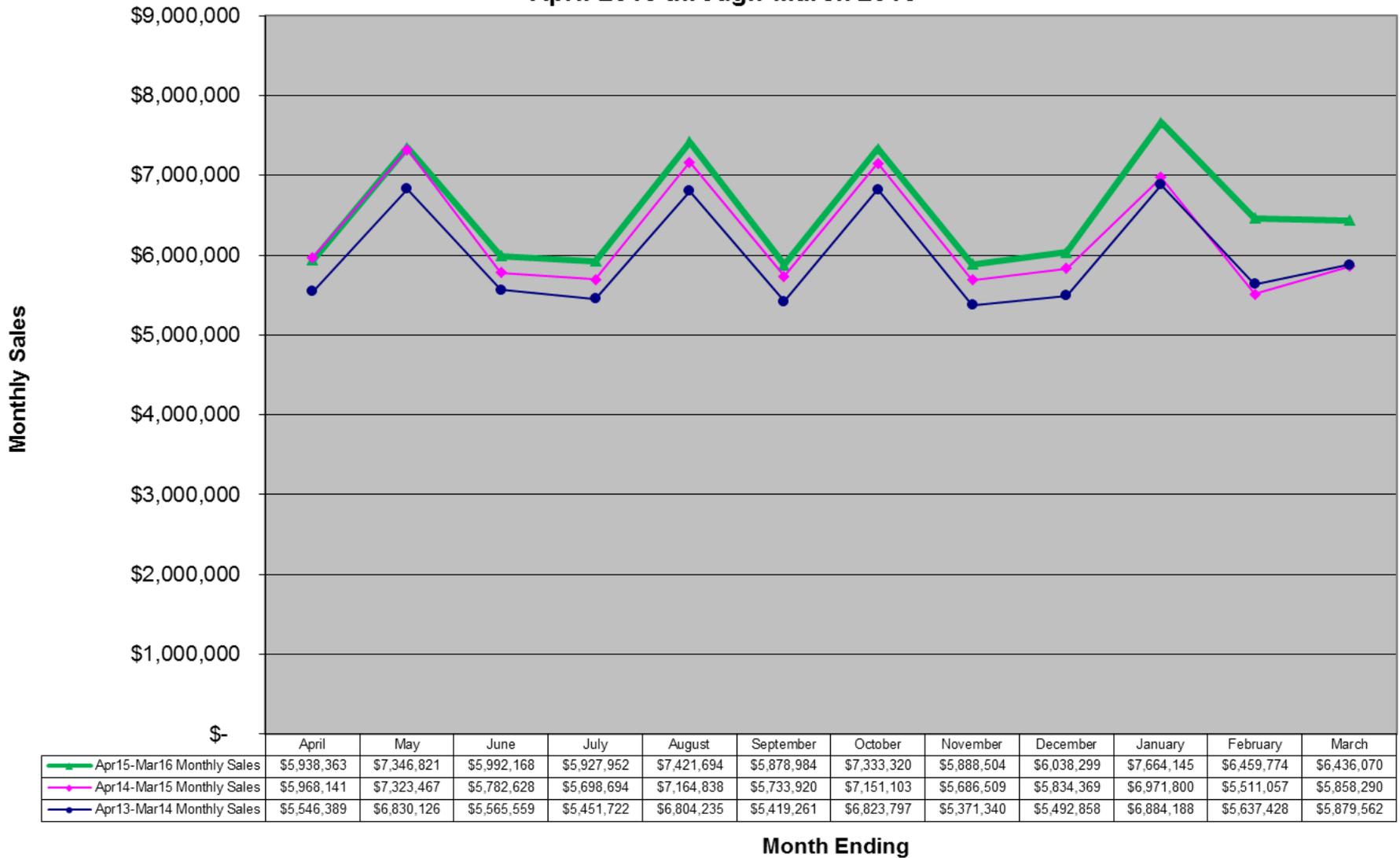
### Numbers Game Monthly Sales Unadjusted Non Fiscal Year April 2013 through March 2016



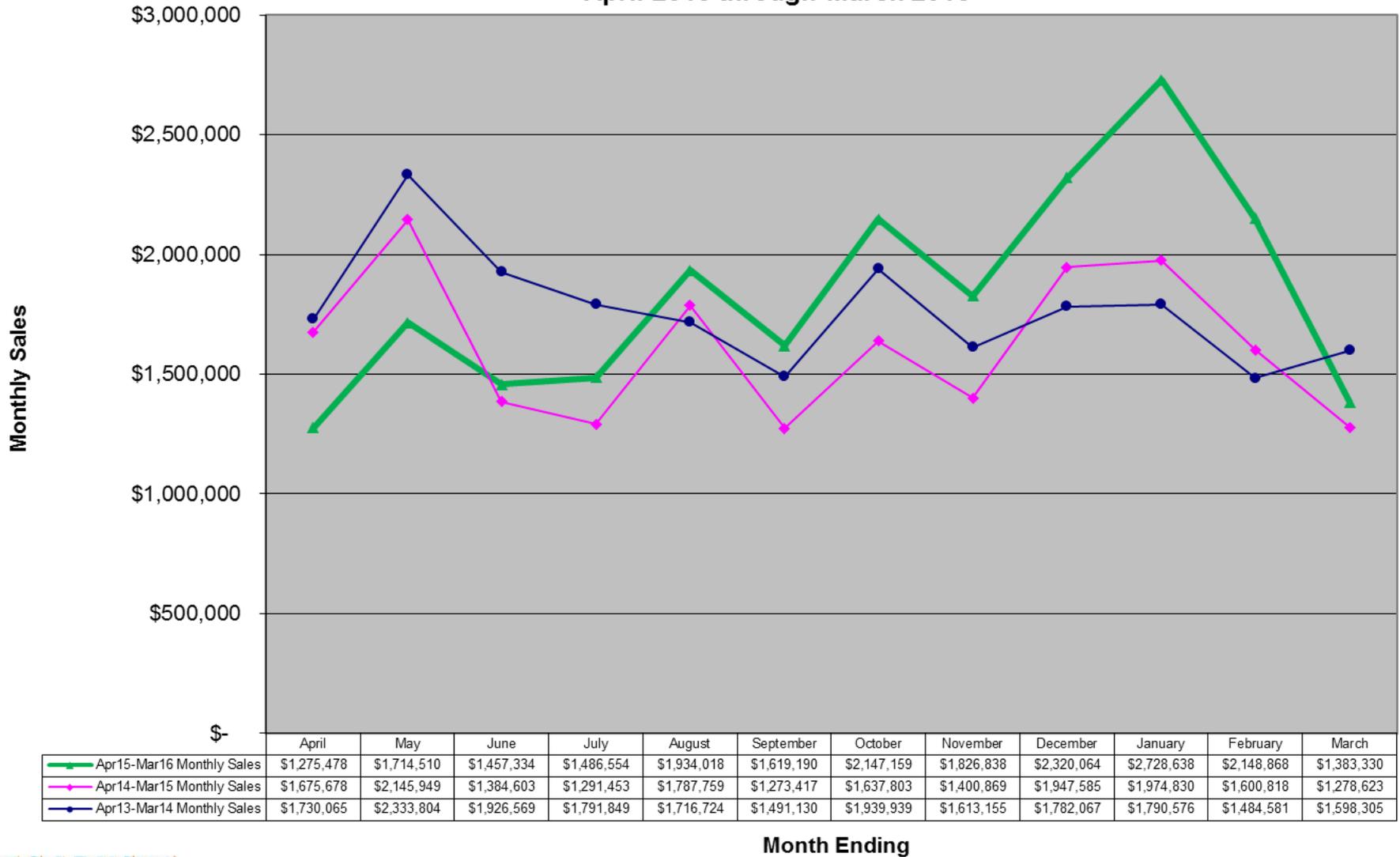
Month Ending



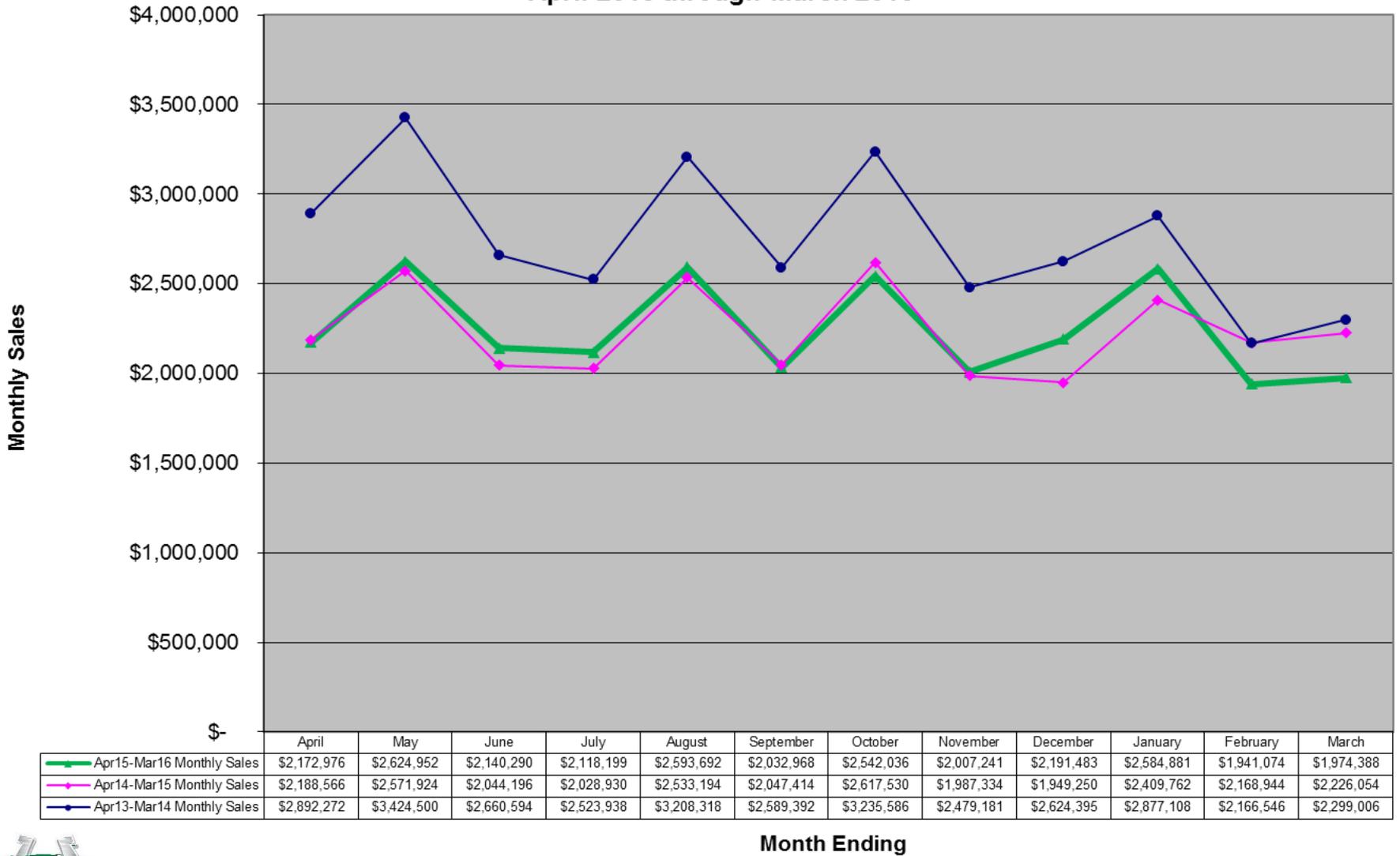
## Mass Cash Game Monthly Sales Unadjusted Non Fiscal Year April 2013 through March 2016



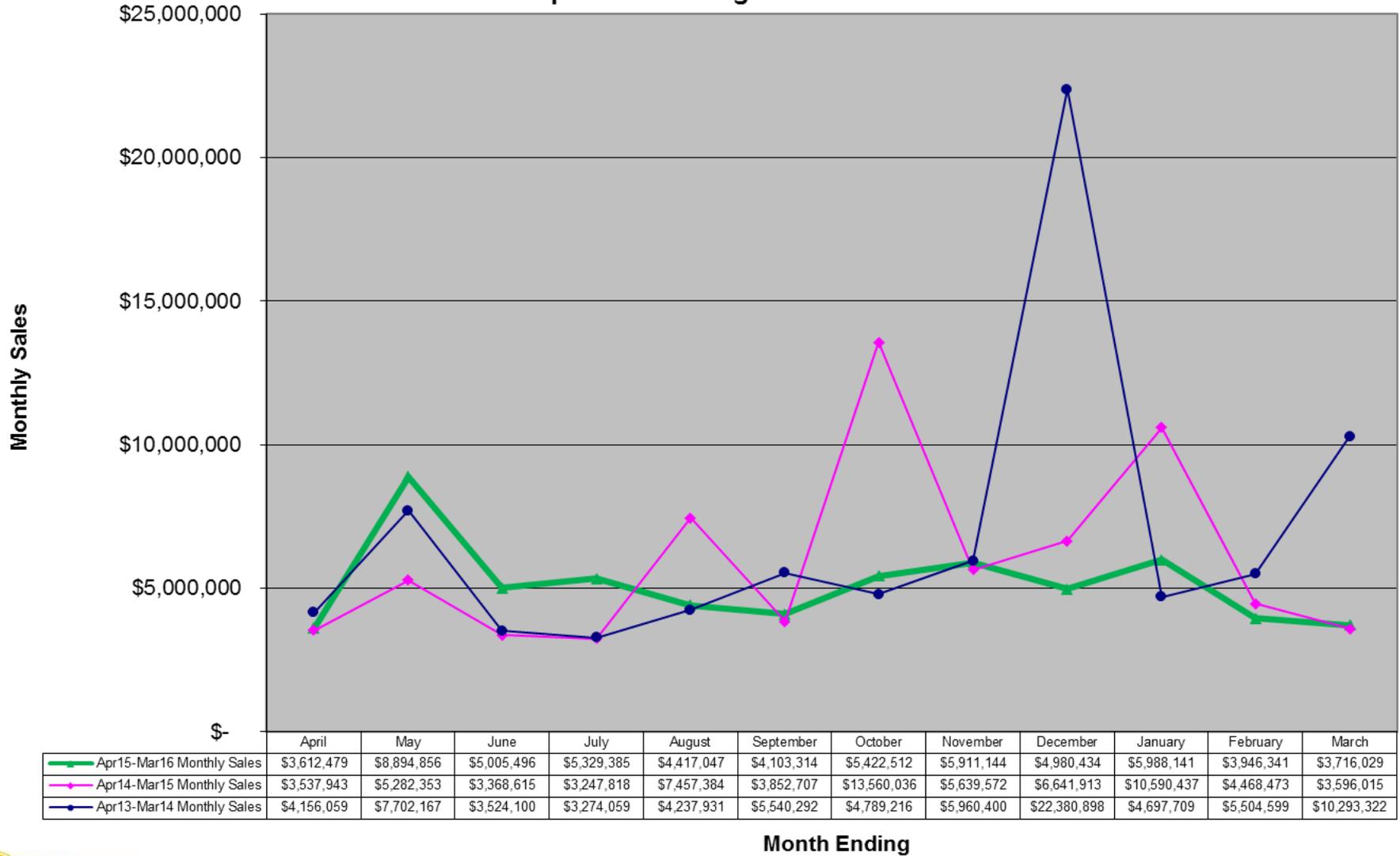
## Megabucks Doubler Game Monthly Sales Unadjusted Non Fiscal Year April 2013 through March 2016



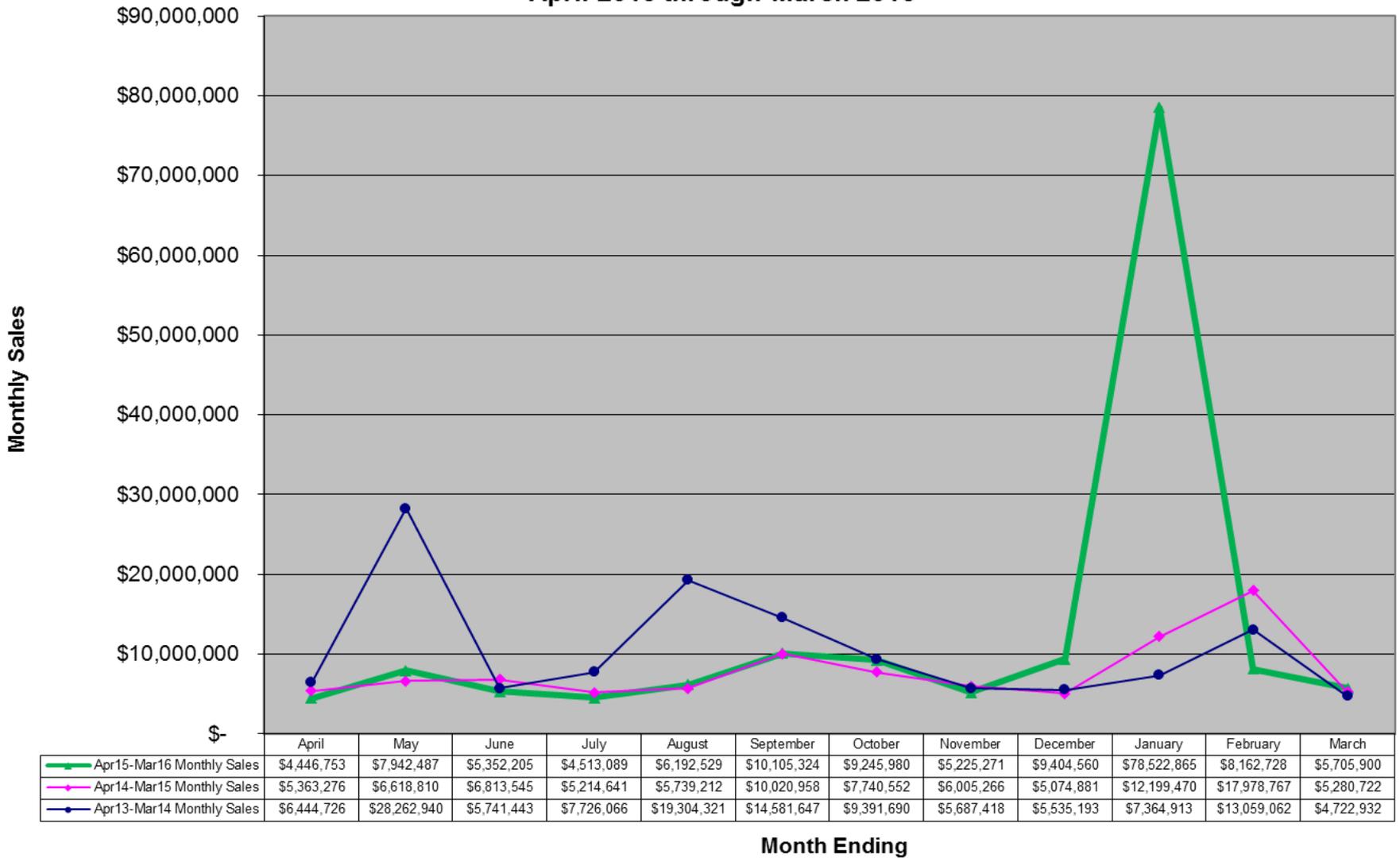
## Lucky For Life Game Monthly Sales Unadjusted Non Fiscal Year April 2013 through March 2016



## Mega Millions Game Monthly Sales Unadjusted Non Fiscal Year April 2013 through March 2016



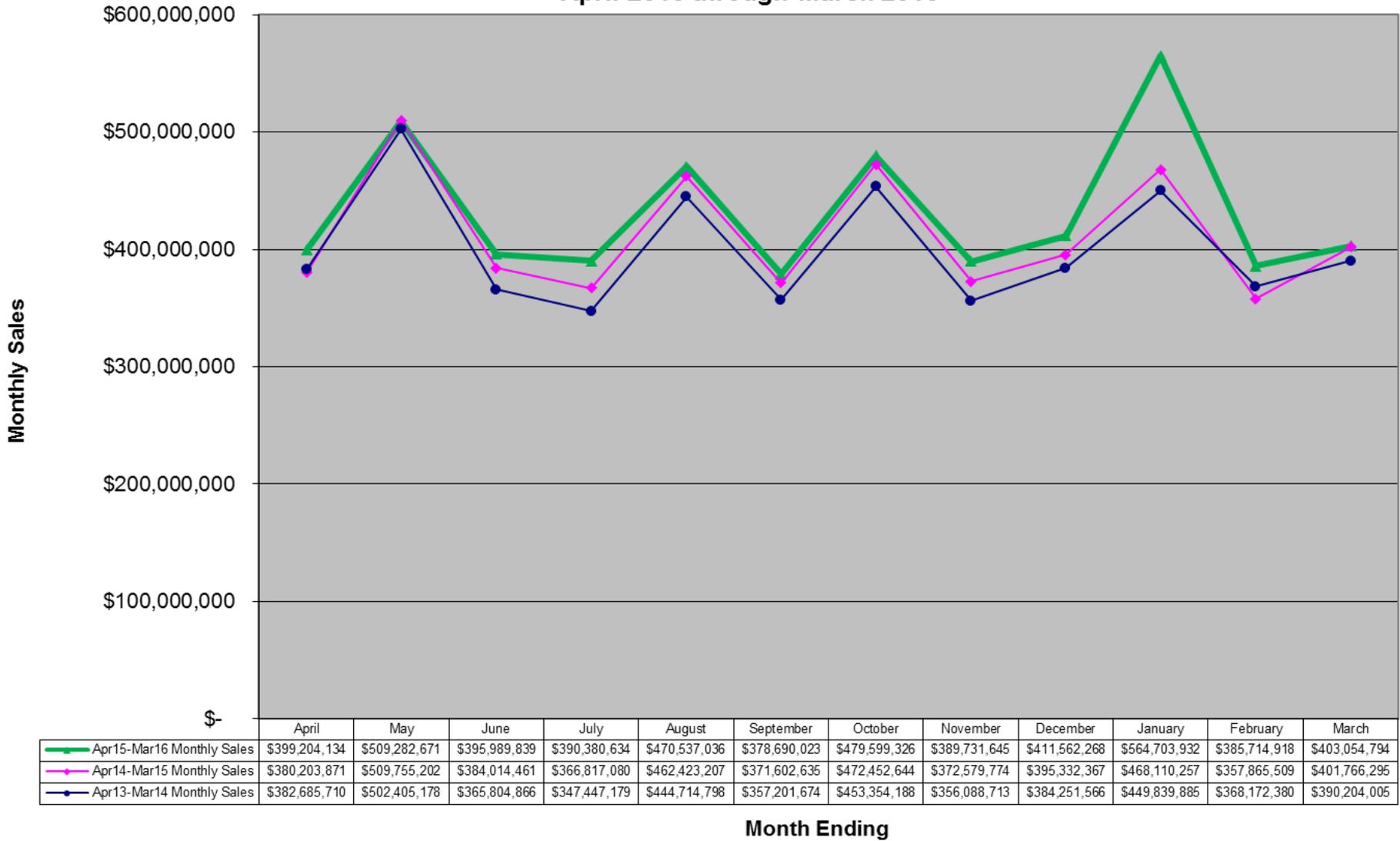
## Powerball Game Monthly Sales Unadjusted Non Fiscal Year April 2013 through March 2016



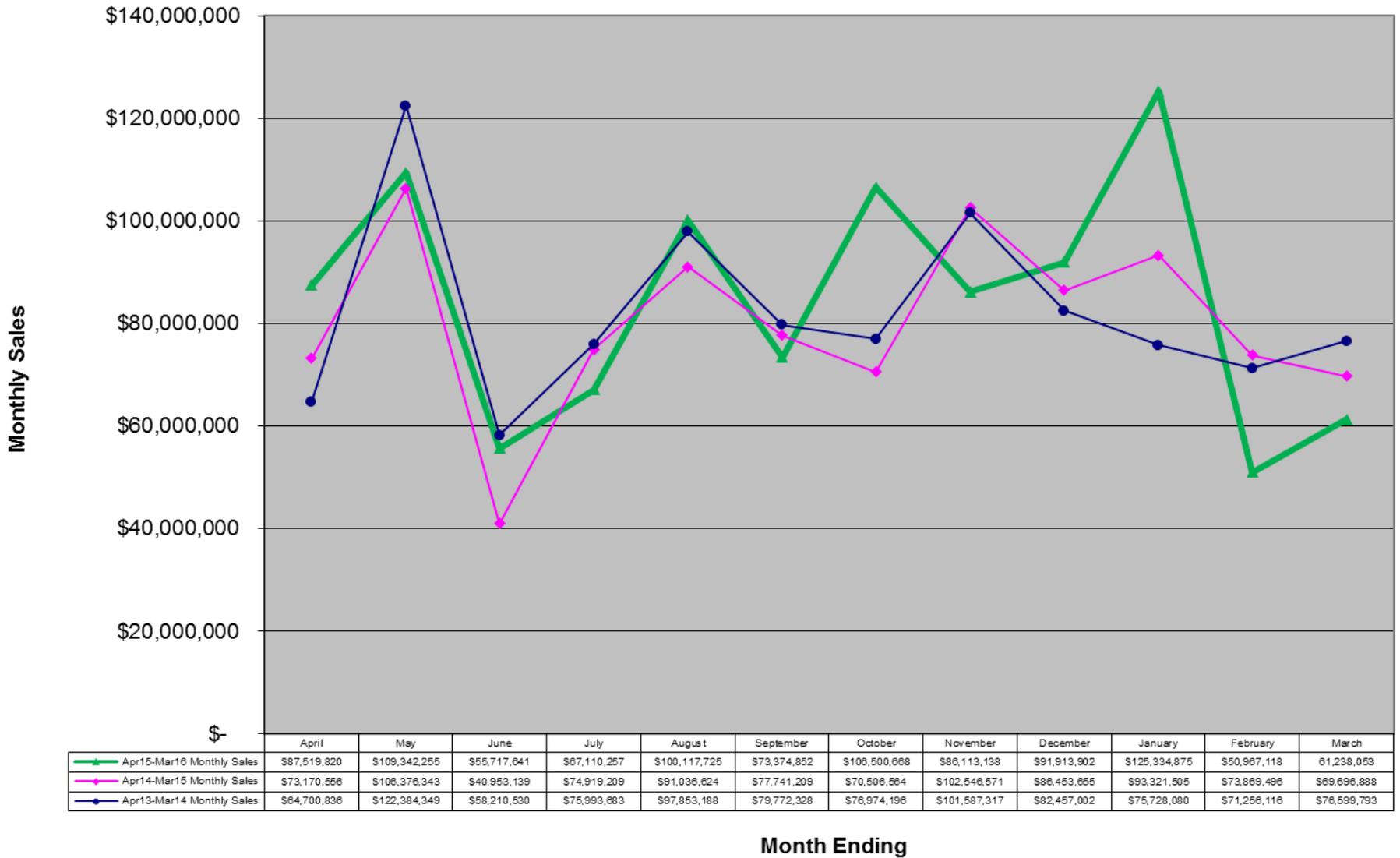
Month Ending



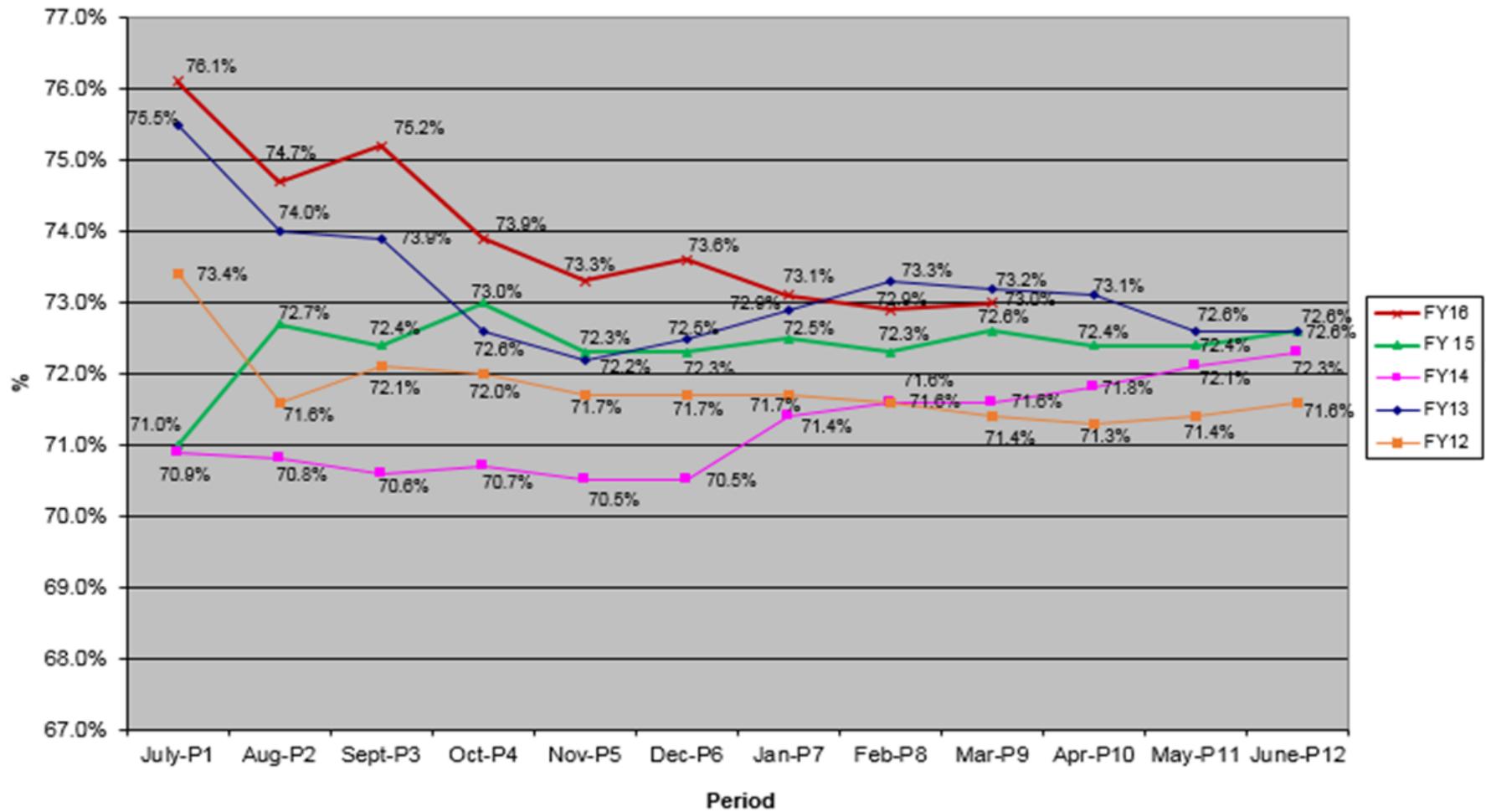
## All Game Monthly Sales Unadjusted Non Fiscal Year April 2013 through March 2016



## Monthly Net Profit April 2013 through March 2016



### 5 Year Comparison Prize Payout as a % of Sales Through March 2016



# MSLC Gross Sales Results

## MARCH FY16 vs. FY15 Unadjusted Non Fiscal Year

(\$ millions)

Through March 26, 2016

|                          | FY16    | % of Total      | FY15    | % of Total     | \$ Change | % Change |
|--------------------------|---------|-----------------|---------|----------------|-----------|----------|
| <b>Instant Tickets</b>   | \$283.9 | 70.4%           | \$286.0 | 71.2%          | -\$2.1    | -0.7%    |
| <b>Mega Millions</b>     | \$3.7   | 0.9%            | \$3.6   | 0.9%           | \$0.1     | 3.3%     |
| <b>Powerball</b>         | \$5.7   | 1.4%            | \$5.3   | 1.3%           | \$0.4     | 8.0%     |
| <b>KENO</b>              | \$73.7  | 18.3%           | \$71.7  | 17.9%          | \$1.9     | 2.7%     |
| <b>Mass Cash</b>         | \$6.4   | 1.6%            | \$5.9   | 1.5%           | \$0.6     | 9.9%     |
| <b>Lucky for Life</b>    | \$2.0   | 0.5%            | \$2.2   | 0.6%           | -\$0.3    | -11.3%   |
| <b>Numbers Game</b>      | \$26.1  | 6.5%            | \$25.6  | 6.4%           | \$0.6     | 2.2%     |
| <b>Megabucks Doubler</b> | \$1.4   | 0.3%            | \$1.3   | 0.3%           | \$0.1     | 8.2%     |
| <b>Jackpot Poker</b>     | \$0.2   | 0.0%            | \$0.2   | 0.1%           | -\$0.1    | -22.8%   |
| <b>Total</b>             | \$403.1 | 100.0%          | \$401.8 | 100.0%         | \$1.3     | 0.3%     |
| <b>Instant Tickets</b>   | \$283.9 | 70.4%           | \$286.0 | 71.2%          | -\$2.1    | -0.7%    |
| <b>Draw Games + KENO</b> | \$119.2 | 29.6%           | \$115.8 | 28.8%          | \$3.4     | 3.0%     |
| <b>Total</b>             | \$403.1 | 100.0%          | \$401.8 | 100.0%         | \$1.3     | 0.3%     |
| Unadjusted               | Month   | 2/28/16-3/26/16 | Month   | 3/1/15-3/28/15 |           |          |
|                          |         | 4 weeks         |         | 4 weeks        |           |          |
|                          |         | 28 days         |         | 28 days        |           |          |

## MSLC Gross Sales Results

### YEAR-TO-DATE FY16 vs. FY15 Unadjusted Non Fiscal Year

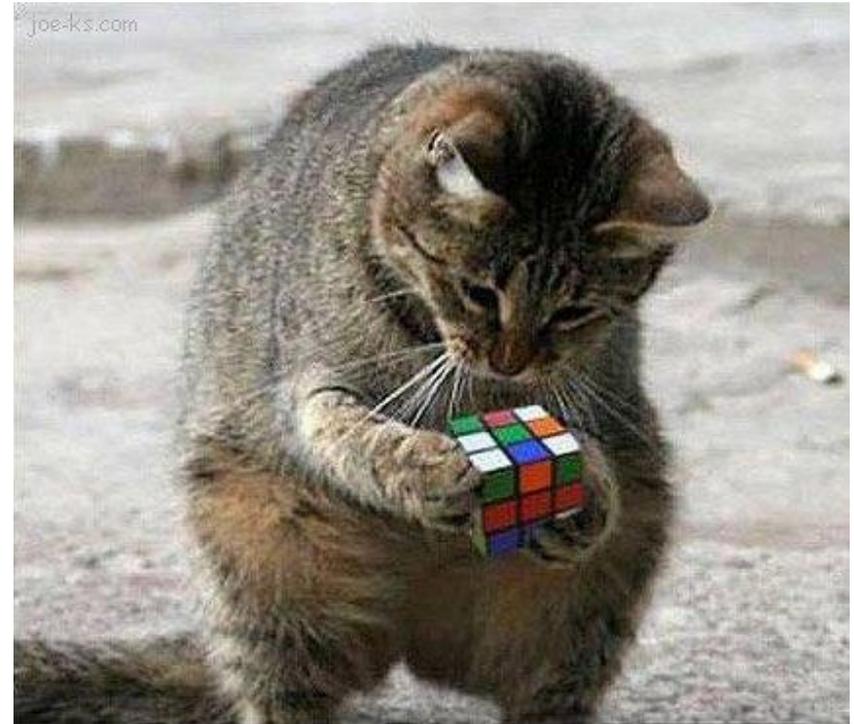
(\$ millions)

Through March 26, 2016

|                          | FY16      | % of Total      | FY15      | % of Total      | \$ Change | % Change |
|--------------------------|-----------|-----------------|-----------|-----------------|-----------|----------|
| <b>Instant Tickets</b>   | \$2,680.4 | 69.2%           | \$2,577.6 | 70.3%           | \$102.8   | 4.0%     |
| <b>Mega Millions</b>     | \$43.8    | 1.1%            | \$59.1    | 1.6%            | -\$15.2   | -25.8%   |
| <b>Powerball</b>         | \$137.1   | 3.5%            | \$75.3    | 2.1%            | \$61.8    | 82.2%    |
| <b>KENO</b>              | \$669.6   | 17.3%           | \$626.1   | 17.1%           | \$43.5    | 6.9%     |
| <b>Mass Cash</b>         | \$59.0    | 1.5%            | \$55.6    | 1.5%            | \$3.4     | 6.2%     |
| <b>Lucky for Life</b>    | \$20.0    | 0.5%            | \$20.0    | 0.5%            | \$0.0     | 0.1%     |
| <b>Numbers Game</b>      | \$244.7   | 6.3%            | \$239.1   | 6.5%            | \$5.7     | 2.4%     |
| <b>Megabucks Doublor</b> | \$17.6    | 0.5%            | \$14.2    | 0.4%            | \$3.4     | 24.0%    |
| <b>Jackpot Poker</b>     | \$1.7     | 0.0%            | \$2.1     | 0.1%            | -\$0.5    | -21.2%   |
| <b>Total</b>             | \$3,874.0 | 100.0%          | \$3,668.9 | 100.0%          | \$205.0   | 5.6%     |
| <b>Instant Tickets</b>   | \$2,680.4 | 69.2%           | \$2,577.6 | 70.3%           | \$102.8   | 4.0%     |
| <b>Draw Games + KENO</b> | \$1,193.5 | 30.8%           | \$1,091.4 | 29.7%           | \$102.2   | 9.4%     |
| <b>Total</b>             | \$3,874.0 | 100.0%          | \$3,668.9 | 100.0%          | \$205.0   | 5.6%     |
| Unadjusted               | Year      | 6/28/15-3/26/16 | Year      | 6/29/14-3/28/15 |           |          |
|                          |           | 39 weeks        |           | 39 weeks        |           |          |
|                          |           | 273 days        |           | 273 days        |           |          |

# Instant Ticket Portfolio Puzzle

- Managing remaining inventory of older tickets
- Second Chance Drawings and fairness to consumers
- Ticket material can become difficult to scratch without wearing away the play area
- Warehouse space
- Ticket development has not included support for life-cycle of the game



# Wheel of Fortune Instant Ticket

Ticket launched August 9, 2011

- Print quantity: 30,240,000
- Price point: \$5
- Second Chance Drawings for Wheel of Fortune trips and prizes
  - 5 Drawings, each with the following prizes:
    - 12 trips to Hollywood
    - 1 home entertainment system
    - 3,200 jewelry prizes
  - Drawings conducted at the following sales intervals: 20%, 40%, 60%, 80%, end of game



# Wheel of Fortune Instant Ticket

As of April 16, 2016:

- 73% of tickets sold
- 1,359 agents carrying the game
- 116 orders processed per week
- At existing order rate, 7 years of stock remaining in warehouse
- Second Chance Drawing #4 is projected for January 2018 (80% of sales)
  - Drawing #1 – October 5, 2011
  - Drawing #2 – July 30, 2012
  - Drawing #3 – January 22, 2014



# Wheel of Fortune Instant Ticket

- Closing out game after Drawing #4 would normally require a final payment to vendor of \$1.84 million
- Sales and local aid figures to date
  - \$110 million in sales
  - \$21 million in local aid



# Wheel of Fortune Instant Ticket

- Closing out game after Drawing #4 would normally require a final payment to vendor of \$1.84 million
- Sales and local aid figures to date
  - \$110 million in sales
  - \$21 million in local aid
- Vendor has agreed to waive \$1.84 million payment



# Harley-Davidson Instant Ticket

Ticket launched June 16, 2009

- Print quantity: 30,240,000
- Price point: \$5
- In-game prizes include:
  - Motorcycles
  - Merchandise prizes

As of April 16, 2016:

- 90% of tickets sold
- 1,495 agents carrying the game
- 132 orders processed per week
- At existing order rate, 2+ years of stock remaining in warehouse



# Harley-Davidson Instant Ticket

- Closing out game prior to fulfilling all outstanding motorcycle and merchandise prizes would normally require a final payment to vendor of \$900,000
- Sales and local aid figures to date
  - \$136 million in sales
  - \$20 million in local aid



# Harley-Davidson Instant Ticket

- Closing out game prior to fulfilling all outstanding motorcycle and merchandise prizes would normally require a final payment to vendor of \$900,000
- Sales and local aid figures to date
  - \$136 million in sales
  - \$20 million in local aid
- Vendor has agreed to waive \$900,000 payment



# Wheel of Fortune and Harley-Davidson Instant Tickets



Combined savings of \$2.74 million



# Cadillac Riches Instant Ticket

- Ticket launched April 9, 2013
  - Print quantity: 25,200,000
  - Price point: \$5
  - Second Chance Drawings for Cadillac prizes
    - 5 Drawings, each with the following prizes:
      - 1 top prize – a Cadillac vehicle
      - 3,000 Cadillac merchandise prizes
    - Drawings conducted at the following sales intervals: 20%, 40%, 60%, 80%, end of game
- As of January 15, 2016:
  - 56% of tickets sold
  - 1,083 agents carrying the game
  - 144 orders processed per week
  - At existing order rate, 12 years of stock remaining in warehouse
  - Second Chance Drawing #3 was projected for May 2017 (60% of sales)
    - Drawing #1 – May 3, 2013
    - Drawing #2 – December 13, 2013



# Cadillac Riches Instant Ticket



- Redistribution of Cadillac Riches instant ticket began Monday, March 13
  - Multiple agent incentives
  - POS materials
  - Wheel Spin events
  - Social media sweepstakes
- Agent orders eligible for incentives began Thursday, March 10
  - March 10 – 1,223 books ordered
  - March 11 – 1,327 books ordered
- 5,471 agents now carrying the game

# Cadillac Riches Instant Ticket

- “Cadillac Riches” Sweepstakes on Facebook (enter to win \$100)
  - Week 1
    - 274,190 people reached
    - 4,120 Comments
    - 3,641 Likes
    - 406 Shares
  - Week 2
    - 201,047 people reached
    - 2,258 Comments
    - 2,630 Likes
    - 242 Shares
  - Week 3
    - 204,517 people reached
    - 1,699 Comments
    - 2,431 Likes
    - 166 Shares

**Massachusetts State Lottery**  
Published by Christian Teja [?] · April 4 at 9:00am · \*

Our #CadillacRiches game offers instant prizes of up to \$1 million, plus the chance to win a Cadillac vehicle in a Second Chance Drawing! To enter a sweepstakes for a chance to win a \$100 cash prize, comment on this post with your answer to this question: If you won a vehicle in a Cadillac Riches Second Chance Drawing, what color vehicle would you prefer?

**THE LOTTERY**  
You must be 18 years or older to play the Lottery. General Motors Trademarks used under license to Mutual Machine Control Partnership.

274,190 people reached

**Boost Post**

3.5K 3.8K Comments 398 Shares

Like Comment Share

# Cadillac Riches Instant Ticket



| WEEK ENDING | SALES     |
|-------------|-----------|
| 3/12        | \$63,745  |
| 3/19        | \$79,500  |
| 3/26        | \$134,250 |
| 4/2         | \$244,080 |
| 4/9         | \$313,275 |
| 4/16        | \$389,730 |
| 4/23        | \$417,295 |

**Weekly sales increased 555%**

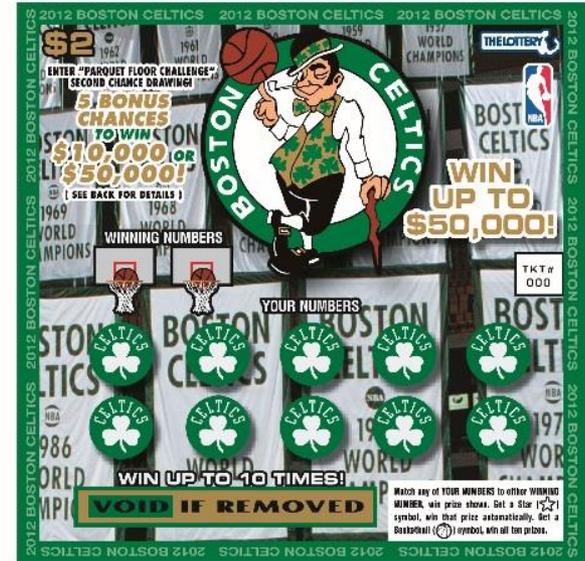
Now projecting to reach 60% of game sales in June 2016. Had been projected for May 2017 prior to redistribution.

**Total cost of redistribution plan: \$40,000**



# 2012 Boston Celtics Instant Ticket

- Ticket launched October 2, 2012
  - Print quantity: 15,120,000
  - Price point: \$2
- As of November 14, 2015:
  - 75% of tickets sold
  - Approx. 1,100 agents carrying the game
  - At existing order rate, 80 weeks of stock remaining in warehouse
  - Second Chance Drawing #4 projected for December 2016 (80% of sales)
    - Drawing #1 – December 17, 2012
    - Drawing #2 – April 25, 2013
    - Drawing #3 – January 27, 2014



# 2012 Boston Celtics Instant Ticket

- #CelticsSelfie Sweepstakes on Twitter
  - Conducted by the Celtics
  - Three separate entry periods
    - Dec. 11, 2015 – Jan. 8, 2016
    - Jan. 15 – Feb. 12, 2016
    - Feb. 19 – March 18, 2016
  - Tickets and merchandise prizes
- “See the Green” Sweepstakes on Facebook
  - March 13-17, 2016
  - Enter to win a pair of tickets to a Celtics home game
  - One winner selected each day
  - Avg. 534 entries per day



Ready to come off the bench coach. #CelticsSelfie. #gocelts !!!



# 2012 Boston Celtics Instant Ticket

- Second Chance Drawing #4 was completed April 22. Had been projected for December 2016.
- 2,383 agents now carrying the game
- 44 weeks of stock now remaining in warehouse
- 135% increase in weekly sales at peak (week ending March 26)



| WEEK ENDING | SALES    |
|-------------|----------|
| 12/5        | \$34,800 |
| 12/12       | \$40,800 |
| 12/19       | \$42,000 |
| 12/26       | \$46,422 |
| 1/2         | \$68,738 |
| 1/9         | \$52,086 |
| 1/16        | \$51,600 |
| 1/23        | \$53,702 |
| 1/30        | \$52,858 |
| 2/6         | \$52,458 |
| 2/13        | \$63,948 |
| 2/20        | \$57,654 |
| 2/27        | \$53,436 |
| 3/5         | \$68,400 |
| 3/12        | \$66,630 |
| 3/19        | \$68,024 |
| 3/26        | \$81,670 |
| 4/2         | \$78,322 |
| 4/9         | \$77,334 |
| 4/16        | \$70,984 |
| 4/23        | \$75,000 |

*Total cost of these efforts: \$0*



# \$1,000,000 Lucky Numbers Instant Ticket Sales Update

\$1,000,000 Lucky Numbers  
Price Point: \$5  
Launched Tuesday, April 5  
3 Week Sales: \$5,880,370



# April Instant Tickets Release (April 26)

## Double 8s

Price Point: \$1  
Top Prize: \$10,000



## \$100,000 Double Match

Price Point: \$2  
Top Prize: \$100,000



## Ultimate Millions

Price Point: \$30  
Top Prize: \$15,000,000

## \$1,000,000 Gold Rush

Price Point: \$5  
Top Prize: \$1,000,000



# April Instant Tickets POS Advertising

LED Frame

Over \$732 Million in Cash Prizes!  
THE HIGHEST PRIZES AND BEST CHANCES TO WIN!

**ULTIMATE Millions**  
WIN UP TO \$15,000,000!

105 PRIZES FROM \$100,000 TO \$15,000,000!  
SPECTACULAR SECOND CHANCE DRAWINGS!  
OVER 1,760,000 PRIZES FROM \$100 TO \$50,000!

FIVE Second Chance drawings—each offering a \$1 MILLION prize, SIX \$100,000 prizes and OVER 1,300 prizes from \$100 to \$10,000!

80.7% PAYOUT! • CHANCE OF WINNING 1 IN 2.79! • WIN UP TO \$15,000,000! WIN UP TO 35 TIMES!

You must be 18 years or older to play the Lottery. If you have a problem with gambling, help is available. Call 1-800-420-1234. Please recycle your Lottery tickets.

Tear-off Info Pad

Over \$732 Million in Cash Prizes!  
THE HIGHEST PRIZES AND BEST CHANCES TO WIN!

**ULTIMATE Millions**  
WIN UP TO \$15,000,000!

5 SPECTACULAR SECOND CHANCE DRAWINGS - Each offering a \$1,000,000 prize, six \$100,000 prizes and over 1,300 prizes from \$100 to \$10,000!

TO ENTER THE INTERNET ONLY SECOND CHANCE DRAWINGS:  
Go to [masslottery.com](http://masslottery.com), follow the links to the Mass. Lottery Red Carpet VIP Club, establish an internet account and enter one (1) non-winning \$30 Ultimate Millions ticket per the entry instructions.

You must be 18 years or older to play the Lottery. If you have a problem with gambling, help is available. Call 1-800-420-1234. Please recycle your Lottery tickets.

11x17 Poster

Introducing... Ultimate Prize Excitement!

THE LOTTERY'S BIGGEST PRIZES AND BEST CHANCES TO WIN!

- OVER \$732 MILLION IN CASH PRIZES
- WIN UP TO \$15,000,000
- 105 PRIZES FROM \$100,000 TO \$15,000,000
- OVER 1,760,000 PRIZES FROM \$100 TO \$50,000

5 SPECTACULAR SECOND CHANCE DRAWINGS - EACH OFFERING A \$1,000,000 PRIZE, SIX \$100,000 PRIZES AND OVER 1,300 PRIZES FROM \$100 TO \$10,000!

WIN UP TO \$100,000! EXCITING NEW PLAY MECHANISM 2 WAYS TO PLAY AND WIN!

WIN UP TO \$1,000,000!

WIN UP TO \$1,000,000! GOLD RUSH WIN UP TO \$1,000,000! 76.5% PAYOUT

WIN UP TO \$100,000! DOUBLE MATCH 72.9% PAYOUT

WIN UP TO \$10,000! DOUBLE 8 69.9% PAYOUT

80.7% PAYOUT

OVER \$876,600,000 IN TOTAL CASH PRIZES!  
OVER 25,000,000 IN TOTAL WINNERS!

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# April Instant Tickets POS Advertising

• OVER \$732 MILLION IN CASH PRIZES  
• WIN UP TO \$15,000,000  
• 105 PRIZES FROM \$100,000 TO \$15,000,000  
• OVER 1,760,000 PRIZES FROM \$100 TO \$50,000

**WIN UP TO \$1,000,000!**

**ULTIMATE Millions**  
Over \$732 Million in Cash Prizes!  
THE HIGHEST PRIZES AND BEST CHANCES TO WIN!  
WIN UP TO \$15,000,000!

105 PRIZES FROM \$100,000 TO \$15,000,000!  
SPECTACULAR SECOND CHANCE DRAWINGS!  
OVER 1,760,000 PRIZES FROM \$100 TO \$50,000!

FIVE Second Chance Drawings each offering a \$1 MILLION prize. SEE \$100,000 prizes and OVER 20,000 prizes from \$100 to \$10,000!

Match any of YOUR NUMBERS to any of the WINNING NUMBERS. Win prizes shown. Call 1-800-426-1234 for details. \*Prizes subject to change without notice. Void where prohibited. © 2014 Massachusetts State Lottery. All rights reserved.

WINNING NUMBERS: \$\$\$\$\$\$\$\$\$\$ YOUR NUMBERS

**80.7% PAYOUT**

Scratch the spots below. Find a STAR symbol and win the prize shown!

80.7% PAYOUT! CHANCE OF WINNING 1 IN 2,791!  
VOID IF REMOVED WIN 3.35 TIMES!

5 SPECTACULAR SECOND CHANCE DRAWINGS - EACH OFFERING A \$1,000,000 PRIZE, SIX \$100,000 PRIZES AND OVER 1,300 PRIZES FROM \$100 TO \$10,000!

**Introducing... Ultimate Prize Excitement!**

**WIN UP TO \$100,000!**  
EXCITING NEW PLAY MECHANISM  
2 WAYS TO PLAY AND WIN!

**THE LOTTERY'S BIGGEST PRIZES AND BEST CHANCES TO WIN!**

**OVER \$876,600,000 IN TOTAL CASH PRIZES!**  
**OVER 25,000,000 IN TOTAL WINNERS!**

**DOUBLE MATCH**  
WIN UP TO \$100,000!  
72.9% PAYOUT

**DOUBLE 8**  
69.9% PAYOUT  
WIN UP TO \$10,000!

**THE LOTTERY**  
masslottery.com

You must be 18 years or older to play the Lottery. If you have a problem with gambling, help is available. Call 1-800-426-1234. Please recycle your Lottery tickets.

Place mat

\$30

Over \$732 Million in Cash Prizes!  
THE HIGHEST PRIZES AND BEST CHANCES TO WIN!

**ULTIMATE Millions**  
WIN UP TO \$15,000,000!

THE LOTTERY  
masslottery.com

• OVER \$732 MILLION IN CASH PRIZES  
• WIN UP TO \$15,000,000  
• 105 PRIZES FROM \$100,000 TO \$15,000,000  
• OVER 1,760,000 PRIZES FROM \$100 TO \$50,000

CHANCE OF WINNING 1 IN 2,791!  
80.7% PAYOUT!

5 SPECTACULAR SECOND CHANCE DRAWINGS - EACH OFFERING A \$1,000,000 PRIZE, SIX \$100,000 PRIZES AND OVER 1,300 PRIZES FROM \$100 TO \$10,000!

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Decal



# May Instant Ticket Launch (May 17)

## Power Play Cashword

Price Point: \$2

Top Prize: \$50,000

**\$2 POWER PLAY CASHWORD**

YOUR 20 LETTERS

THE LOTTERY

If you win in the CASHWORD PUZZLE, scratch the POWER PLAY MULTIPLIER. Multiply your prize won by the number revealed! (1X, 2X, 5X or 10X)

TKT# 000

SCRATCH HERE

POWER PLAY MULTIPLIER

WIN UP TO \$50,000!

| PRIZE LEGEND | WORDS     | PRIZE |
|--------------|-----------|-------|
| 2 WORDS      | -\$2      |       |
| 3 WORDS      | -\$4      |       |
| 4 WORDS      | -\$5      |       |
| 5 WORDS      | -\$10     |       |
| 6 WORDS      | -\$20     |       |
| 7 WORDS      | -\$100    |       |
| 8 WORDS      | -\$200    |       |
| 9 WORDS      | -\$1,000  |       |
| 10 WORDS     | -\$50,000 |       |

VOID IF REMOVED

See back for play instructions.

**\$5 20X CASHWORD**

WIN UP TO \$500,000!

THE LOTTERY

YOUR LETTERS

WAVE H  
A I ZEN  
SCRUB L  
H T UNLO  
I U R O  
N ONE  
G S A M  
VOLUNTE  
O O T  
LOUD M L

TKT# 000

PUZZLE 2 KEY

|          |           |
|----------|-----------|
| 2 WORDS  | \$5       |
| 3 WORDS  | \$10      |
| 4 WORDS  | \$20      |
| 5 WORDS  | \$40      |
| 6 WORDS  | \$100     |
| 7 WORDS  | \$500     |
| 8 WORDS  | \$1,000   |
| 9 WORDS  | \$10,000  |
| 10 WORDS | \$100,000 |

VOID IF REMOVED

**\$5 20X CASHWORD**

WIN UP TO \$500,000!

THE LOTTERY

YOUR LETTERS

WAVE H P S  
A I ZENITH  
SCRUB L T Y  
H T UNLOAD  
I U R O I  
N ONE USE  
G S A M T  
VOLUNTEER  
O O T A  
LOUD M L T

TKT# 000

PUZZLE 2 KEY

|          |           |
|----------|-----------|
| 2 WORDS  | \$5       |
| 3 WORDS  | \$10      |
| 4 WORDS  | \$20      |
| 5 WORDS  | \$40      |
| 6 WORDS  | \$100     |
| 7 WORDS  | \$500     |
| 8 WORDS  | \$1,000   |
| 9 WORDS  | \$10,000  |
| 10 WORDS | \$100,000 |

VOID IF REMOVED

EACH PUZZLE IS PLAYED SEPARATELY. SEE BACK FOR DETAILS.

**20X Cashword**  
Price Point: \$5  
Top Prize: \$500,000  
(2 scenes)

# May Instant Ticket Launch (May 17)



11 x 17 Poster



Wobbler



# Lucky for Life Promotion (May 1-14)

From May 1 through May 14, players who spend \$8 or more on a single Lucky for Life ticket (single drawing or multiple advance draws) will receive a promotional ticket for a chance to win \$2,016.

On May 16, twenty (20) winning promotional ticket serial numbers will be randomly selected and posted on [masslottery.com](http://masslottery.com).

**LUCKY BREAK**

WIN \$2,016 OR A 12-MONTH SEASON TICKET

Spend \$8 or more on any LUCKY FOR LIFE ticket  
**May 1 through May 14, 2016**  
and receive a PROMOTIONAL TICKET  
to be entered to win either \$2,016 or a  
**FULL YEAR LUCKY FOR LIFE SEASON TICKET!**

The Lottery will post the winning promotional ticket serial numbers on [masslottery.com](http://masslottery.com) on May 16 after 2:00 pm. Twenty (20) tickets will each win \$2,016 and 20 additional tickets will each win a full-year Quic Pic Lucky For Life Season Ticket.

You must have your promotional ticket to claim your prize.  
**DO NOT MAIL YOUR PROMOTIONAL TICKET TO THE LOTTERY.**

Winning ticket holders in the "Lucky for Life Promo 2016" drawing must visit a Lottery Regional Office by June 15, 2016 to claim their prizes. (Check [masslottery.com](http://masslottery.com) for office locations.) Prize check will be mailed approximately three weeks after prize is claimed. Actual prize amount will be less applicable taxes and withholdings.

You must be 18 years or older to play the Lottery.  
If you have a problem with gambling, help is available. Call 1-800-426-1234.

**THE LOTTERY**  
[masslottery.com](http://masslottery.com)

8.5 x 11 Poster

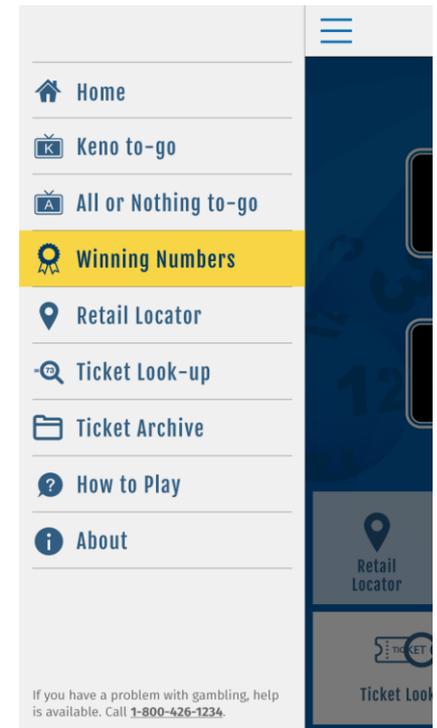


# KENO-to-go Mobile Application

- Will enable players to:
  - Watch KENO draws on their smartphone or tablet within 2 minutes of an actual draw
  - Scan their tickets to see if they've won
  - Find retail locations that offer KENO-to-go
- Compatible with all major mobile systems



Home Page



Main Menu



# Social Media Messaging

Tweet



The Lottery joined others in the MA gaming industry at the @MassCouncilCG's annual conference this week. #MCCG16



4/15/16, 2:57 PM

VIEW TWEET ACTIVITY

1 RETWEET 2 LIKES

**Mass. Council on  
Compulsive Gambling  
Annual Conference  
(Twitter)**



**Massachusetts State Lottery**

Posted by Christian Teja

Monday at 6:00 AM · 🌐

Happy #MarathonMonday! Good luck to all participants!

**GO BOSTON!**

2191

**2016 MARATHON**

LUCKY  
NUMBERS  
CAN  
TURN UP  
ANYWHERE.

You must be 18 years or older to play the Lottery.

👍 Like
💬 Comment
➦ Share

866 people reached
Boost Post

**Marathon Monday  
(Facebook)**



**Cadillac Riches Sweepstakes  
(Instagram, Facebook)**

**Massachusetts State Lottery**

Published by Christian Teja [?] · April 18 at 9:00am · 🌐

WEEK 3: Our #CadillacRiches game offers instant prizes of up to \$1 million, plus the chance to win a Cadillac vehicle in a Second Chance Drawing! To enter a sweepstakes for a chance to win a \$100 cash prize, comment on this post with your answer to this question: Where would you go to purchase a Cadillac Riches Instant Ticket?

THELOTTERY

19,424 people reached
Boost Post

👍 Like
💬 Comment
➦ Share

# Social Media Messaging

Massachusetts State Lottery  
 Posted by Christian Teja  
 Friday at 4:50 PM · 🌐

Which game on the 2016 New England Patriots schedule are you most excited about?

**THIS WEEK**

- 496 New Likes
- 74,910 Total Likes
- 344,243 Posts Reached
- 345,587 Total Reach
- 10,997 Engagement

**WINNING NUMBERS**

**YOUR NUMBERS**

**WHEEL SPIN**

**PHOTO**

mastatelottery

4:03 PM

Joseph Gibbs and 25 others

**Patriots schedule release day (Facebook)**

**Wheel Spins (Instagram)**



Massachusetts State Lottery  
 Published by Christian Teja [?] · April 5 at 1:10pm · 🌐

What Boston Red Sox uniform numbers, past or present, would you play?  
 #RedSox #RedSoxNation #MLBOpeningDay

1,115 people reached

Boost Post

**Red Sox Opening Day (Facebook)**

**Winner awareness (Twitter)**

Mass. State Lottery  
 @MAStateLottery

On Tuesday, these 3 #instantwinners claimed prizes of \$15 million, \$4MM and \$1MM. More at [masslottery.com/winners](http://masslottery.com/winners)

4/20/16, 3:07 PM

VIEW TWEET ACTIVITY

1 RETWEET 3 LIKES

Reply to Mass. State Lottery

Home Notifications Moments Messages Me

Thank you for the opportunity to share this information. We look forward to your feedback and to further discussion on these figures, as well as other Lottery initiatives.

