

# IOWA LOTTERY

## Retailer Compensation Program

January 2018

### **ON-LINE GAMES**

Retailers will receive a base commission rate of 5.5% on all on-line tickets sold.

Ticket Allowance:

Retailers will receive an additional 0.1% of the sales of all on-line games added to the base commission rate for tickets that are damaged or produced in error.

High Tier Prize Sales Bonus:

Powerball Jackpot winning ticket	\$10,000
Mega Millions Jackpot winning ticket	\$10,000
Lotto America Jackpot winning ticket	\$ 5,000
Lucky for Life Top Prize winning ticket*	\$ 5,000
Lucky for Life Second Prize winning ticket**	\$ 500

With the exception of the prizes listed above, all non-jackpot winning on-line game tickets of \$100,000 or more will receive a bonus of 1/10 of 1 percent of the prize amount (e.g. \$100,000 winning ticket earns a \$100 bonus).

\* Lucky for Life Top Prize is \$1,000 a day for life

\*\*Lucky for Life Second Prize is \$25,000 a year for life

Peak Sales Bonuses on Powerball/Powerplay and Mega Millions/Megaplier:

Retailers will receive a 0.75% sales bonus on all sales when the Powerball or Mega Millions jackpot is equal to or exceeds \$400 million. Sales will be tracked during the jackpot run and the bonuses will be awarded after the jackpot is won.

### **INSTAPLAY GAMES**

Retailers will receive a base commission rate of 5.5% on all InstaPlay tickets sold.

Ticket Allowance:

Retailers will receive an additional 0.1% of the sales of all InstaPlay games added to the base commission rate for tickets that are damaged or produced in error.

### **INSTANT-SCRATCH GAMES**

Retailers will receive 5.5% commission on the sale of all instant tickets.

Retailers can become GOLD STAR PROGRAM members and will receive a 7% commission on the sale price of tickets sold when they meet the following requirements:

**1. Comply with all advertising requirements:**

- A. Lottery Door Decal
- B. Game Brochures

- C. 19" Flat Panel Monitor
  - a. The monitor must be located in the primary sales area adjacent to the Wave terminal.
- 2. **Sell sixteen (16) or more different games from dispenser(s). Games must be:**
  - A. Displayed in the primary sales area in a highly visible Lottery approved location
  - B. Displayed on the front counter in plain view of the public, in Lottery approved dispensers
  - C. Maintain inventory levels necessary to keep the dispensers full at all times
- 3. **As a function of the courier delivery system, the retailer agrees to accept the delivery of, activate and place the tickets for sale.**
- 4. **Employees will not purchase or play lottery tickets while on duty.**

Gold Star retailers must be in compliance with the above requirements. If the retailer is not in compliance when the DSR makes the (scheduled) sales call, the DSR must change the retailer back to the 5.5 % commission rate. If the retailer meets the requirements, they will remain at the 7% Gold Star commission rate.

### **PULL-TAB GAMES**

Retailers will receive a 5% commission on the sale of all pull-tab tickets.

### **OTHER INCENTIVES**

Through the course of a fiscal year, the Lottery may choose to offer special incentives for retailer related activities not covered by the categories detailed elsewhere in this document. The incentives would include, but are not limited to, incentive money, lottery tickets and merchandise prizes. The total value of the incentives for this section will not exceed \$40,000 in any fiscal year.