



*STATE OF WEST VIRGINIA*

## **LOTTERY POLICY STATEMENT 94-20**

### **BONUS INCENTIVE PLAN FOR TRADITIONAL LICENSED LOTTERY SALES AGENTS AND RETAILERS**

[Originally adopted October 26, 1994. Amended December 14, 1994; March 23, 1995; January 17, 1997; January 22, 1999; February 26, 1999; July 13, 2000; March 27, 2012, and June 25, 2024.]

#### **§1.-Background**

West Virginia Code §29-22-10(a)(11) allows the West Virginia Lottery Commission (the "Commission") to establish a Bonus Incentive Plan for its licensed lottery sales agents and retailers ("Licensees"). The Bonus Incentive Plan shall not exceed one percent (1%) of annual gross sales. All bonuses disbursed from this plan shall be paid from the Prize Distribution Account as prescribed in 179 CSR 1, §3.3.f.

The Commission hereby adopts the following bonuses as a part of its Plan:

#### **§2. – Part 1A: Selling Bonus Plan for all Traditional Games Except Multi-State Online Games**

A Licensee who sells a winning ticket that is cashed for a prize of \$500.00 or more will receive a bonus equal to one percent (1%) of the prize amount. If one percent (1%) of the prize exceeds \$10,000, then the bonus shall not exceed \$10,000.

#### **§3. – Part 1B: Selling Bonus Plan for Multi-State Online Games**

A Licensee who sells a winning multi-state ticket that is claimed for a prize of \$500.00 or more will receive one percent (1%) of the prize amount. No Licensee may receive a selling bonus that exceeds \$100,000 for prize-winning, multi-state game tickets per drawing, regardless of the number of winning tickets for a single draw. If more than one winning ticket for a multi-state top jackpot prize is sold in West Virginia for the same drawing, the maximum selling bonus of \$100,000 shall be divided equally among the Licensees who sold the winning top jackpot prize tickets.

#### **§4. – Part 1C: Selling Bonus Plan for all Traditional Games Except Instant Games if a Prize Winner Fails to Claim a Prize for a Winning Ticket Within 180 Days**

If a winning ticket is not claimed as required to receive the bonus detailed in Part 1A or Part 1B, a Licensee who sells a winning ticket for a prize of \$500 or more will receive the bonus upon

expiration of the 180-day period following the drawing event at which the winning numbers were drawn.

#### **§5. - Part 2: Cashing Bonus Plan; Exclusions**

A Licensee shall receive bonuses equal to one percent (1%) of the total value of all winning lottery tickets cashed by the Licensee. This bonus does not apply to any instant or online ticket valued at more than \$600.00.

#### **§6. - Part 3: iLottery Affiliate Bonus Program Plan**

Funds not utilized in Part 1A, 1B, 1C, and Part 2 of the Bonus Plan may be used for the iLottery Affiliate Bonus Program. Licensees expressing interest in the iLottery Affiliate Bonus Program must formally submit their intent through a designated form on the West Virginia iLottery Affiliate Program Site. Upon approval, participating Licensees will receive a bonus for each first-time, in-store player signed up on the West Virginia Mobile iLottery App. The Director shall determine annually the bonus type and amount, payment method, and timing of such bonus payments based on the funds available in the iLottery Affiliate Bonus Fund. The Director is further authorized to terminate the program at any time.

##### **§6a. – Creation of the iLottery Affiliate Bonus Fund**

Funds derived from an analysis of the previous year's sales data shall be systematically transferred to a designated "iLottery Affiliate Bonus Fund." The Director is authorized to impose a cap on the fund and direct the expiration of unutilized funds accumulated in the iLottery Affiliate Bonus Fund from the preceding fiscal year to the Lottery Fund.

##### **§6b. -Statutory Condition**

No individual bonus shall be disbursed if the bonus amount exceeds the amount of funds available in the iLottery Affiliate Bonus Fund for the fiscal year.

#### **§7. - Adoption**

This policy statement was adopted by the West Virginia Lottery Commission after thorough discussion, at its June 25, 2024 meeting.



Kenneth L. Greear  
Chairman



Kim Lamb  
Recording Secretary