

Game Menu

August 2025



GIMME FAMILY



\$20 GIMME \$50K

#1234

Play Style: Find | Features: 10X

Est. Start: 7/29/2025

Cost/Pack	Tickets/Pack	UPC	Top Prize	Overall Odds	Prize Payout	Low End \$\$/Pack
\$558.00	30	7-91157-01234-2	\$50,000	3.84	71.3%	\$330

\$10 GIMME \$10K

#1235

Play Style: Find | Features: 5X

Est. Start: 7/29/2025

Cost/Pack	Tickets/Pack	UPC	Top Prize	Overall Odds	Prize Payout	Low End \$\$/Pack
\$465.00	50	7-91157-01235-9	\$10,000	3.87	69.9%	\$235

\$5 GIMME \$5K

#1236

Play Style: Find | Features: 2X

Est. Start: 7/29/2025

Cost/Pack	Tickets/Pack	UPC	Top Prize	Overall Odds	Prize Payout	Low End \$\$/Pack
\$372.00	80	7-91157-01236-6	\$5,000	4.38	68.0%	\$190



\$10 JURASSIC WORLD

#1229

Play Style: Key Number, Match | Features: 3X, Bonus

Est. Start: 7/29/2025

SELLING POINTS

- CHANCE TO WIN UP TO \$50,000
- CHANCE TO MULTIPLY YOUR WIN 3X
- THIS GAME IS A WHOLE NEW WORLD, EACH TICKET HAS SOMETHING TO REVEAL

THIS ONE TOOK A LITTLE LONGER TO HATCH, 2ND CHANCE PROMOTION EXTENDED TILL OCTOBER 31

Cost/Pack	Tickets/Pack	UPC	Top Prize	Overall Odds	Prize Payout	Low End \$\$/Pack
\$465.00	50	7-91157-01229-8	\$50,000	4.03	70.0%	\$240

WHAT'S INSIDE

- IGT is Now Brightstar
- Higher Sales
- Full Ticket Bins Help Sales
- Find Your Store and Win
- Win Tickets to Sports Games and Concerts!

147170

wvlottery.com | Find us on social media



We're excited to share some important news: IGT is now Brightstar! It's more than a new look. Brightstar is the global leader you know and count on, with a laser focus on what we do best: lottery. While you'll start seeing a new name and branding in our communications and materials, what hasn't changed is our commitment to the West Virginia Lottery and WV lottery retailers. You'll still be working with the same trusted team you've relied on, now under a name that reflects our renewed energy and direction. We are proud to continue supporting your success every step of the way.



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TICKETS ON THE COUNTER EQUALS

One of the best-selling models for lottery that we can give you is keeping an on-counter presence in your store. While it is great to have other selling opportunities in your retail environment, like the self-service vending machine, we do encourage on-counter for your location. The best method for sales is purchases at the counter, face-to-face. This provides customer engagement, asking for the sale, and directing questions to our website or brochures. Providing no on-counter sales can actually create a barrier for purchase for customers not as comfortable with the self-service machines or lottery. Frequent lottery customers may choose to go elsewhere.

We recommend keeping a minimum of 12 instant scratch games in full bins on-counter, as well as a ready and active selling terminal. We provide training for your staff in lottery sales, cashing, and asking for the sale. Your lottery sales rep can provide materials you may be running low on and answer questions you may have. We want to help you make selling lottery successful!

HIGHER SALES



Each month as you review the Lottery Game Menu, be on the lookout for your store's ID number! We will list three (3) different location ID numbers randomly in the game menu each month for you to find. It is a hidden object game built right in.

If you find your store's ID number in the current month's game menu, email jmccclure@wvlottery.com with the subject line HIDDEN FIGURES to receive a pack of promotional scratch-off tickets for your location.

Please note some locations are exempt from participation because of your company's policies. Prize may only be claimed through the end of the Game Menu month in which the Retailer ID is found. The Retailer numbers listed in the Top Instant, Top Online and Top Overall reporting are not included in the hidden object game, as they are for reporting purposes only.



Lottery Retailers Here's Your Chance to Win Tickets to Sports Games and Concerts!

The WV Lottery is offering a chance for lottery retailers to put their names in the hat for winning tickets to coveted sports games and concerts. Those interested can simply reach out to csmith@wvlottery.com for a chance to win¹. Don't miss this unique chance to experience live events and make unforgettable memories!

Please note that we have a limited quantity of tickets for every WVU and Marshall home football game this season. We are accepting requests for those at this time.

Available upcoming events are:

- Nate Smith Tuesday, Aug. 12, 2025 Lewisburg, WV (State Fair)
- Cole Swindell Thursday, Sept. 11, 2025 Marshall Health Arena (Huntington)
- Styx Saturday, Nov. 15 Charleston Coliseum (Civic Center)
- Warren Zeiders Thursday, Nov. 20 Charleston Coliseum (Civic Center)
- Nate Bargatze (Comedian) Sunday, Nov. 23, 2025 Charleston Coliseum (Civic Center)

¹Note- All concerts at the Charleston Coliseum & Convention Center for the Lottery will now feature the Parlor Club. The Parlor Club is located on the ground level and requires a specific entrance, but includes parking. Meals and drinks/bar are still provided, with floor access to our seats. Huntington shows are in the Lottery's private Winner's Circle Lounge with its own entrance.

FULL TICKET BINS HELP SALES

24-Bin Planogram

August 2025



Planogram changes on July 29, 2025.

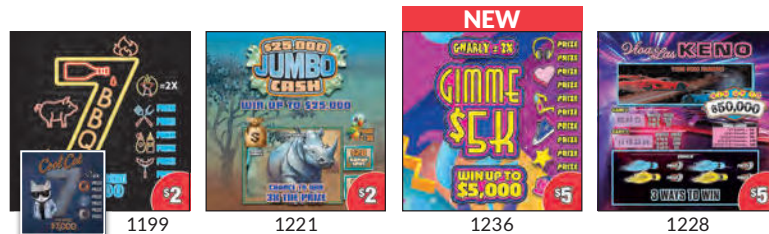
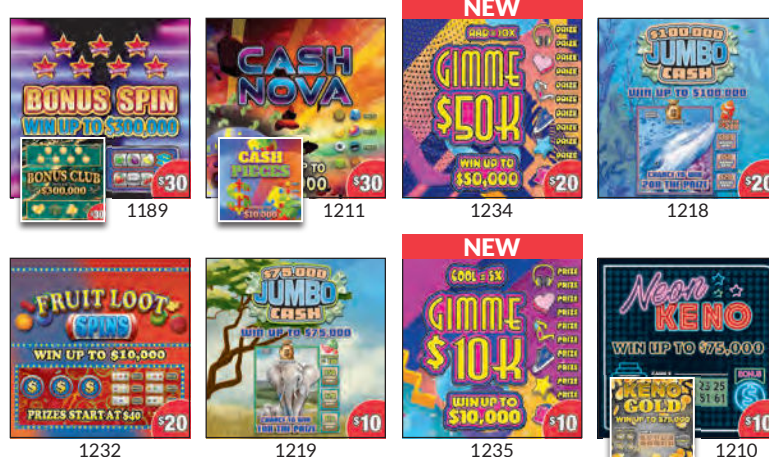
One of the easiest and best ways to increase sales at your location is also the simplest; keep your instant ticket dispensers full.

We know and understand how busy you are on a daily basis, but customers who see partially empty dispensers usually walk away. That equals lost sales, and possibly customers, for you.

Customers see locations that do not keep their lottery products filled as not caring or knowing about the product.

Keep the dispensers full, especially Friday through Sunday. You should see happier customers and more stable sales. And where there are increases in sales there are increases in commissions for your location.

Should you run out of any games in your planogram, simply call Tel-Sel at 888-987-5297 to order tickets,



RETURN GAMES (8/1/25 – 8/31/25)



1202

Top Instant Sales Retailers

April 2025

1. Sheetz #234..... Weirton
2. One Stop #8101.....South Charleston
3. Par Mar Oil #84.....Elkins
4. Sheetz #585.....South Charleston
5. Go-Mart #90.....Elkins
6. Sheetz #171.....Philippi
7. Sheetz #180.....Romney
8. Sheetz #482.....Beckley
9. Sheetz #427.....Huntington
10. BFS Foods #13.....Reedsville

Top Draw Sales Retailers

April 2025

1. Winners Corner WV.....White Hall
2. Mimi's - Dunbar Village.....Dunbar
3. One Stop #8101.....South Charleston
4. Roy's Service Center and Groce.....Berkeley Springs
5. Giant Eagle #59.....Morgantown
6. Go-Mart #32.....Saint Albans
7. Welch Bantam Market.....Welch
8. M & M Mart.....Charleston
9. Bourbon Street Cafe.....Weirton
10. Par Mar Oil #116.....Charleston

Top Total Sales Retailers

April 2025

1. Sheetz #234..... Weirton
2. Winners Corner WV.....White Hall
3. One Stop #8101.....South Charleston
4. Par Mar Oil #84.....Elkins
5. Sheetz #585.....South Charleston
6. Go-Mart #90.....Elkins
7. Go-Mart #32.....Saint Albans
8. Sheetz #482.....Beckley
9. Sheetz #180.....Romney
10. Sheetz #240.....Charles Town

Call Brightstar to order tickets at 888-WV-PLAYS!

wvlottery.com

(987-5297)

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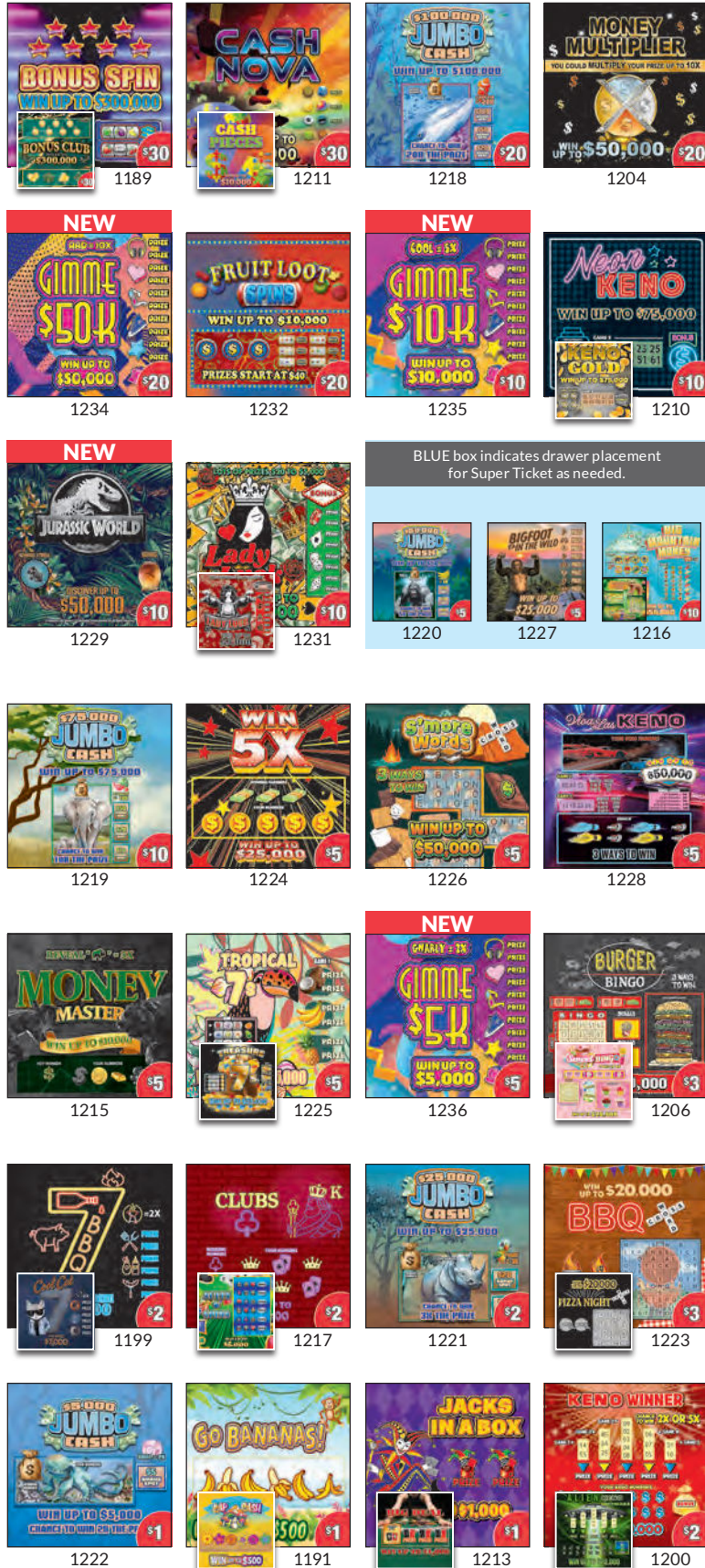
28-Bin Planogram

August 2025

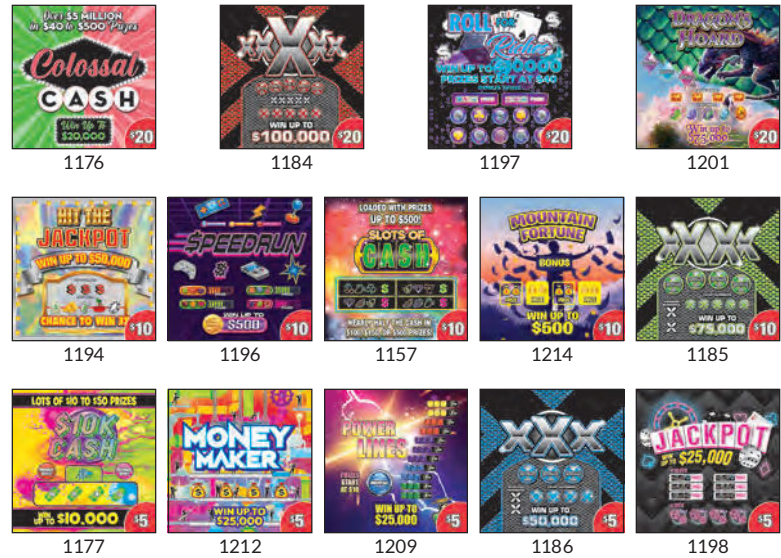


30+ Bin Game Availability

Planogram changes on July 29, 2025.



BLUE box indicates drawer placement for Super Ticket as needed.



Upcoming Instant Tickets

Est. Start: 8/26/25



\$10 - Boo / Ho Ho Ho #1242
UPC: 7-91157-01242-7

Cost/Pack	Tickets/Pack	Top Prize
\$465.00	50	\$5,000
Overall Odds	Prize Payout	Low End \$\$/Pack
5.36	71.04%	\$320

Est. Start: 8/26/25



\$5 - Spooky Kitty / Santa Spins. #1237
UPC: 7-91157-01237-3

Cost/Pack	Tickets/Pack	Top Prize
\$372.00	80	\$1,000
Overall Odds	Prize Payout	Low End \$\$/Pack
3.79	68.77%	\$185

Est. Start: 8/26/25



\$2 - Wicked / Elvin Sevens. #1238
UPC: 7-91157-01238-0

Cost/Pack	Tickets/Pack	Top Prize
\$186.00	100	\$7,000
Overall Odds	Prize Payout	Low End \$\$/Pack
4.74	65.09%	\$119

\$1 - Bones / Gansta Wrapper #1239
UPC: 7-91157-01239-7

Cost/Pack	Tickets/Pack	Top Prize
\$93.00	100	\$100
Overall Odds	Prize Payout	Low End \$\$/Pack
4.12	62.33%	\$61

Est. Start: 8/26/25



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