

RETAILER INCENTIVE

INCENTIVE PERIOD
MARCH 3, 2024 - JUNE 1, 2024

HOW IT WORKS

Receive a 1% incentive when you increase your sales between 1% and 5%.

Receive a 2% incentive when you increase your sales over 5%.

HOW TO QUALIFY

Retailer locations must have lottery sales in every week of both the Incentive Period and the Measurement Period.

HOW IS THE INCENTIVE BASELINE DETERMINED?

Your incentive baseline (aka Measurement Period) is your prior year's sales from March 5 - June 3, 2023. Your Lottery Sales Representative will provide your baseline starting on February 26, 2024 as well as a weekly tracker.

EXAMPLE OF INCENTIVE CALCULATION

	SALES	PERCENTAGE	TOTAL
Incentive Period	\$200,000		
Baseline Period	\$150,000		
Sales Increase	\$50,000	+33%	
INCENTIVE CALCULATION			
1% - 5% Increase	\$6,000	1% incentive	\$60
Over 5% Increase	\$42,500	2% incentive	\$850
TOTAL INCENTIVE PAYMENT			\$910
STANDARD COMMISSION ON SALES INCREASE			
	\$50,000	5% standard commission	\$2,500
TOTAL STANDARD COMMISSION PAYMENT			\$2,500
TOTAL EARNED FROM SALES INCREASE (during the Incentive Period)			\$3,410

Your LSR will review more information about incentive rules and eligibility, or call 800-842-5688, Option 1.

EXCITING GAMES! SPRING 2024



**MARK YOUR
CALENDAR!**

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PLEASE PLAY RESPONSIBLY. | CTLOTTERY.ORG
Overall odds by game: \$4,000,000 Fortune, 1 in 2.38; \$50,000 Cashword, 1 in 3.59; 200X, 1 in 3.21;
Pinball Wizard, 1 in 3.54. Odds vary during games. Purchasers must be 18 or older.



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INCENTIVE PERIOD MARCH 3, 2024 - JUNE 1, 2024

OFFICIAL CT LOTTERY RETAILER INCENTIVE RULES

These Official Rules ("Rules") are issued in connection with a retailer Incentive to be conducted by the Connecticut Lottery Corporation ("CLC") beginning on Sunday, March 3, 2024 and ending on Saturday, June 1, 2024 ("Incentive").

1. Definitions

- a. "Incentive Period" means the days beginning March 3, 2024, and ending June 1, 2024 inclusive. Thirteen total weeks.
- b. "Measurement Period" means the days beginning March 5, 2023, and ending June 3, 2023 inclusive. Thirteen total weeks.

2. Incentive Description and Calculation

- a. At the beginning of the Incentive Period, the CLC shall provide eligible retailers with their sales totals that occurred during the Measurement Period. CLC sales staff will distribute an incentive tracking sheet to each eligible retailer starting on February 26, 2024 during routine sales visits.
- b. To receive any incentive payment, during the Incentive Period, total lottery sales of all lottery products must increase greater than 1% when compared to total lottery sales of all lottery products during the Measurement Period.
- c. Retailers whose sales increase greater than 1% and up to 5% will receive an incentive of 1% on those sale increases only.
- d. Retailers whose sales increase greater than 5% will receive the incentive noted above in c. plus an additional incentive payment of 2% on only those sales increases above 5%.
- e. If extraordinary sales occurs during the Incentive Period, adjustments may be made to sales of that game for purposes of calculating incentive sales. Extraordinary sales may occur when a jackpot reaches \$1 Billion or higher for Powerball or Mega Millions games, or those similar to Lotto sales in Oct 2019 at some retail locations. CLC will determine if any adjustment is necessary. Any such adjustment would not affect existing commissions.
- f. Retailers whose sales do not increase greater than 1% will not receive any incentive payment.
- g. During sales calls, CLC Sales Reps will provide updates to retailers on their progress during the Incentive Period after six weeks.
- h. After the Incentive Period ends, the CLC will perform a retailer eligibility review and calculations to determine which retailers will receive incentive payments and the amount of those payments.

- i. After completion of the calculation, CLC will determine the method of payment and notification to retailers who will receive an incentive payment. Payments may occur by check or adjustment to weekly invoice.
- j. The CLC expects to issue incentive payments within 5 weeks after the Incentive Period ends.

3. Eligibility

- a. In order to be eligible for this Incentive, a Retailer must be active, in good financial standing with the CLC, and under the same license issued by the State of Connecticut Department of Consumer Protection during both the Incentive Period and the Measurement Period. The lottery license must remain current and be in good standing with the State of Connecticut Department of Consumer Protection.
- b. Retailer locations must have lottery sales in every week of both the Incentive Period and the Measurement Period.
- c. Retailers settling an unusual volume of instant ticket game packs during the Incentive Period may be determined ineligible. The CLC, in its sole discretion, shall determine what constitutes an unusual volume of instant ticket game pack settling. Disqualification from this Retailer Incentive for these unusually high settlements will not relieve the retailer of its weekly invoice obligation.
- d. Retailers must not incur any failed banks sweeps for their weekly payments to CLC during the Incentive Period, and for the period until incentive payments are issued.
- e. Eligibility for this Incentive is determined solely by the CLC.

4. CLC Decisions on Incentive Rules

- a. All decisions made by the CLC President and CEO regarding the interpretation and application of these Rules shall be final and binding.
- b. The CLC President and CEO reserves the right to take any action that he or she, in his or her sole discretion, determines is in the best interests of the CLC and the State of Connecticut regarding this Incentive. The CLC President and CEO will provide prior notice to the Department of Consumer Protection of any such action.

5. Applicable Law

By participating in this incentive, a Retailer agrees:

- a. To comply with and be bound by all applicable Connecticut and federal laws, these Rules, the Retailer Contract, and the CLC Rules of Operation. In the event of an inconsistency among these, the following order of precedence shall prevail in resolving such inconsistency: first, the applicable provisions of Connecticut and federal law; second, the Retailer Contract; third, the CLC Rules of Operation; and, fourth, these Rules.

Any dispute controversy or claim arising from this Incentive program shall be brought forth in the Superior Court of the State of Connecticut (Hartford Judicial District). All claims or causes of action that may arise out of or relate to this Incentive program will be governed by and enforced in accordance with the laws of the State of Connecticut.

