Keeping It Fun for Everyone!

The Maine Lottery offers fun and exciting entertainment with an extensive variety of instant tickets and draw games.

Instant Tickets

- New games every month
- Games range in value from $1 to $25

Draw Games

- Daily drawings for local and national games – twice a day for some!

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Your Partner in Success

Take advantage of these valuable support services to build your business with the Maine Lottery:

Operations Support

- Accurate inventory tracking
- Automated accounting
- Equipment installation
- Self-serve vending equipment

Service Support

- Lottery field representatives
- Weekly Tel-Sell calls
- Predictive ordering and inventory management system for instant tickets
- Technical and maintenance support
- Fast ticket delivery

Marketing Support

- Statewide radio, TV and digital advertising
- Merchandising materials, including point-of-sale and counter display units
- Retailer promotions and holiday campaigns

10 Water Street
Hallowell, Maine 04347
207-287-3721
mainelottery.com

Winning with the Lottery

A Retailer's Guide

Keep it fun. Play responsibly.

mainelottery.com

Maine Lottery Means More Business for You!

Turn a Small Space Into a Big Opportunity

Maine Lottery products generate revenue with every transaction. Becoming a Lottery retailer has the potential to:

- Add to impulse purchases
- Increase sales for your full line of products
- Build a loyal customer base and predictable traffic
- Extra time to pay
- More games on sale

Lottery customers spend over twice as much per store visit compared with non-lottery customers!

Earn Big Bonus Commissions!

Was that winning lottery ticket purchased at your store? If so, congratulations! You just got a piece of the action. We pay you agent bonuses for selling winning jackpot tickets for certain games up to $50,000!

Benefit from Delayed Billing

We offer our lottery agents delayed billing without interest charges! That means you can sit on your cash longer and increase your buying power. Take advantage of:

- No up-front cost of inventory
- No "out-of-inventory" problems
- Secure delivery of games
- Extra time to pay
- More games on sale

MAINE LOTTERY

Commissions and Profits

The Maine Lottery provides incredible value to our retail partners through increased profits and sales commissions.

- Enjoy a 7% commission on every instant ticket you sell
- Earn a 5% commission on all draw tickets

Bring in More Customers!

As a Maine Lottery retailer, you can easily boost your sales and foot traffic just by adding a few extra games and products! Attract a wider audience by:

- Keeping dispensers full
- Placing Lottery products on the front counter
- Displaying jackpots, promotions, winning tickets and new games prominently
- Asking for the sale!

For forms and more information, please visit mainelottery.com

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