

Date: April 10, 2014

RE: Non-Profit Wisconsin Lottery Pull-Tab Sales
Manitowoc Senior Center

The Wisconsin Department of Revenue, Lottery Division, *located at 2135 Rimrock Road, MS 231, Madison, WI*, offers a non-profit organization program where Non-Profit Organizations may sell WI Lottery Pull-Tabs as a way to raise funds for their organization.

Application fees for selling pull-tabs include a nonrefundable \$25 application fee, which covers a background check. Once approved there is a \$10 fee for the contract fee. Upon payment we will receive a Certificate of Authority. The contract needs to be renewed every 3 years for a cost of \$10.

Cost of tickets vary depending on the game we choose, anywhere from \$51 for a box of 1,020 \$0.50 tickets (with a guaranteed profit of \$51) to \$206.50 for box of 2,065 \$1.00 tickets (with a guaranteed profit of \$563.50).

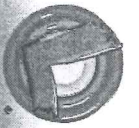
To purchase the tickets, a check payable to the State of Wisconsin Lottery will be requested and tickets will be paid for at the time of delivery, which is about a one-day turnaround.

Winning tickets are redeemed at the Senior Center the same day of purchase and are cross checked with pre-printed numbers on the ticket and the box the tickets came in.

Sales of tickets would take place at the Manitowoc Senior Center at our front counter, during Bingo, Rummage Sales, Bake Sales, or any other fund raising event or party and will be sold by employees and volunteers of the Senior Center.

Funds for the winnings need to be established as well as a tracking system to keep track of money taken in for sales vs. money paid out for winning tickets. Maybe a separate funding account could be set up? We will need to have cash on hand to pay out the winnings. The top prizes are anywhere from \$50 to \$200. However, many of the winning tickets are .50, \$1, \$2, \$5 and having cash on hand to pay that out would be easier. An idea is, if a winning ticket is \$50 or more, we could have a check issued to them.

Cost vs. Profit: To begin, we will pay \$35 in application/contract fees plus approximately \$300 for two boxes of tickets (one box of .50 and one box of \$1 tickets) for a total of \$335 start-up cost. However, upon selling all the tickets from each box, we will receive approximately a net profit of \$850.00 from both boxes less our cost of \$35. The Watertown Senior Center, who just started selling these tickets last year, netted a \$2,000 profit in their first year.

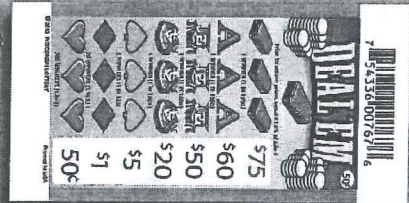


WISCONSIN LOTTERY

Non-Profit Pull Tab Games



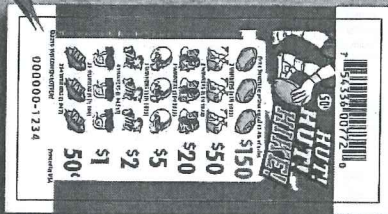
Game #769
50¢ ticket
1050 in box



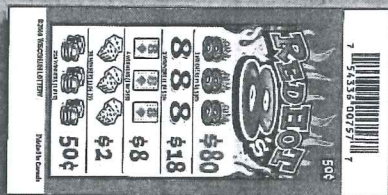
Game #767
50¢ ticket
1050 in box



Game #763
50¢ ticket
2040 in box



Game #771
50¢ ticket
2065 in box
NEW IN 2013

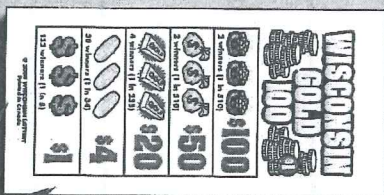


Game #757
50¢ ticket
1020 in box

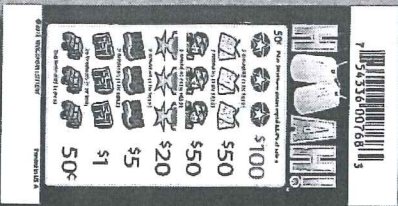
Game #772
50¢ ticket
2065 in box
NEW IN 2013



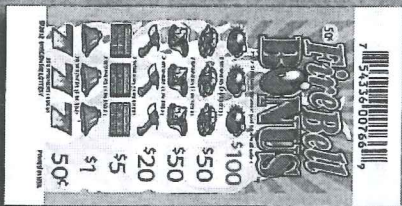
Game #770
\$1 ticket
1020 in box



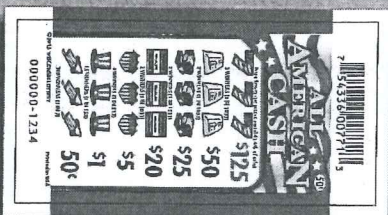
Game #758
\$1 ticket
1050 in box



Game #768
50¢ ticket
2065 in box



Game #766
50¢ ticket
2065 in box



Game #773
50¢ ticket
1050 in box
NEW IN 2013



Game #772
50¢ ticket
2065 in box
NEW IN 2013



Game #760
\$1 ticket
2065 in box

50¢ tickets

\$1 tickets

Game Information

Game #	Game Name	Ticket Price	Box Count	Cost per box	Your Profit	Top Prize
757	Red Hot 8's	\$.50	1020	\$51	\$51	\$80
758	Silver Dollar Slots	\$1.00	1050	\$105	\$290	\$100
760	Cherry Float	\$1.00	2065	\$206.50	\$563.50	\$200
763	Casino Gold II	\$.50	2040	\$102	\$286	\$50
766	Fire Bell Bonus	\$.50	2065	\$103.25	\$284.25	\$100
767	Deal 'Em	\$.50	1050	\$52.50	\$137.50	\$75
768	Hooah!	\$.50	2065	\$103.25	\$284.25	\$100
769	Ice 7's	\$.50	1050	\$52.50	\$137.50	\$75
771	All American Cash	\$.50	2065	\$103.25	\$284.25	\$125
772	Huti! Hut! Hike!	\$.50	2065	\$103.25	\$284.25	\$150
773	Lucky Draw Bingo	\$.50	1050	\$52.50	\$137.50	\$100
770	Wisconsin Gold 100	\$1.00	1020	\$102	\$286	\$100

How to Validate & Pay a Winning Ticket

- A player must redeem winning tickets at your location the same day of purchase. To easily identify tickets you sell, compare the number printed at the top or bottom of each ticket to the number printed on the box.
- Check the symbols under a tab to verify they match a winning combination of symbols in the legend on the ticket face.
- Punch, tear or destroy the ticket after paying the prize.

How to Guarantee Successful Sales with Pull-Tabs

- Offer a variety of pull-tab games to appeal to all players.
- Post pull-tab box posters and top prize winners.
- Provide a friendly playing atmosphere.
- Pay winners with more pull-tab tickets.
- Ask players for the sale.
- Ask your Lottery Representative about ways to generate more profits!

Visit our web site at wilotttery.com or call our Lottery hotline at 1-800-242-7782