

# IOWA LOTTERY

## Retailer Compensation Program

### **ONLINE GAMES**

Retailers will receive 5.5% commission on the sale of all online tickets sold. In addition to the base commission, the Lottery will establish a sales base for each eligible retailer. Retailer sales will be monitored and retailers who increase their sales will be awarded bonuses as defined by the chart below:

#### Sliding Scale for sales increases:

10-19% increase	1% of increase Bonus
20-29% increase	2% of increase Bonus
30-39% increase	3% of increase Bonus
40%+ increase	4% of increase Bonus

In addition to the sliding scale bonuses, retailers will be eligible for these additional bonuses:

#### Additional Bonuses

##### High Tier Prize Sales Bonus:

Powerball Jackpot winning ticket	\$10,000
Hot Lotto Jackpot winning ticket	\$ 5,000
Iowa's Million Dollar Raffle Game \$1,000,000 winning ticket	\$ 1,000
Powerball match 5 (\$200,000) winning ticket	\$ 200
Iowa's Million Dollar Raffle Game \$100,000 winning ticket	\$ 100
Iowa's \$100,000 Daily Game \$100,000 winning ticket	\$ 100

##### Peak Sales Bonus:

Retailers will receive a 0.5% sales bonus on all Powerball/Powerplay sales when the Powerball jackpot is equal to or exceeds \$100 million. Sales will be tracked during the jackpot run and the bonuses will be awarded after the jackpot is won.

### **PULL-TAB GAMES**

Retailers will receive a 5% commission on the sale of all pull-tab tickets sold.

## **INSTANT GAMES**

Retailers will receive 5.5% commission on the sale of all instant tickets sold. Retailers can become GOLD STAR PROGRAM members and will receive a 7% commission on the sale price of tickets sold when they meet the following requirements:

### **1. Comply with all advertising requirements:**

- A. Lottery Door Decal
- B. Game Brochures
- C. 1 Lottery sign:
  - (16" W X 8"H) Pole mounted "Play Here " sign
  - (20"W X 6½"H) Hanging "Play Here" sign

The sign must be located in the primary sales area adjacent to the cash registers(s).

### **1. Sell twelve (12) or more different games from dispenser(s). Six (6) of these games must be multi-dollar games. Tickets must be:**

- A. Located in the primary sales area adjacent to the cash registers(s)
- B. Displayed in plain view of the public

Gold Star retailers must be in compliance with the above requirements. If the retailer is not in compliance when the DSR makes the weekly sales call, the DSR must change the retailer back to the 5.5 % commission rate. If the retailer meets the requirements, they will remain at the 7% Gold Star commission rate.