

**RFP – LC000068 SCRATCH-OFF TICKET PRINTING AND RELATED SERVICES Q&A #12**

**1. General Question:** What scratch off-products has the Lottery promoted via TV advertisements in the past two years?

**Answer:** *The NCEL advertises each monthly scratch-off launch in a similar manner with all scratch-off campaigns including TV, Radio, and digital advertising. Specifically monthly launches include linear TV (Broadcast), Cable, OTT (streaming platforms), terrestrial radio, streaming radio, YouTube, and Meta. Some months, all scratch-offs that are part of the monthly launch are included in the ad campaign (TV, radio, and digital ads). For other launches, a particular scratch-off is the focus of that month’s campaign. Listed below are the scratch-offs included in ad campaigns for the last two years.*

FY25	July	Supreme 7’s
	August	Game of Thrones
	September	Bucks Scratch-Offs (Junior Big Ol’ Bucks, Mega Bucks, Jumbo Bucks)
	October	Cash Plus, Win Big, Millionaire Bucks, Xtreme Cashword
	November	Holiday Scratch-offs (Holiday Cash 10X, Holiday Cash 20X, Holiday Cash 30X, Holiday Cash 50X, Holiday Cash Blowout, Merry Multiplier)
	December	\$8 Million Dollar Money Maker
	January	Super 7-11-21, \$1,000,000 Money Rush, 100X The Cash, \$200,000 Money Rush
	February	Multiply the Cash Suite (5X The Cash, 10X The Cash, 15X The Cash, 20X The Cash, 50X The Cash)
	March	Max-A-Million
	April	Hit \$100, Emerald 10’s, Maximum Money Blowout, PrizeLink Multiplier
	May	Lady Luck, \$2 Million Vault, Spicy Hot Riches
	June	Triple Play Suite (\$5,000 Triple Play, \$25,000 Triple Play, \$200,000 Triple Play and \$1,000,000 Triple Play)
FY26	July	Carolina Black Premier
	August	Jurassic Park
	September	Spooky Loot, Double Your Money, \$1,000,000 Bonus Match
	October	Ultimate Blowout
	November	Holiday Scratch-offs (Winter Winfall, Holiday \$100’s, White Elephant, Peppermint Payout, Holiday Cashword, Merry & Bright Blowout)
	December	MONOPOLY Scratch-Offs (\$5 MONOPOLY, \$10 MONOPOLY)
	January	777, Cash King, Stacks of Cash
	February	Multiply the Cash Suite (5X The Cash, 10X The Cash, 20X The Cash, 50X The Cash, 500X The Cash)
	March	\$500 Frenzy, Loteria Multiplier, \$100,000 Cash Payday!

	April	20 Years
	May	Jungle Cashword
	June	Bucks Scratch-Offs (Junior Big Ol' Bucks, Mega Bucks, Jumbo Bucks)

**2. General Question:** What scratch off-products has the Lottery promoted via radio advertisements in the past two years?

**Answer:** See Answer to Question #1

**3. General Question:** What scratch off-products has the Lottery promoted via digital advertisements in the past two years?

**Answer:** See Answer to Question #1

**4. General Question:** What scratch off-products has the Lottery promoted via in-store point-of-sale materials in the past two years?

**Answer:** See Answer to Question #1

**5. General Question:** For a typical in-store point-of-sale promotion, can the Lottery describe its point-of-sale materials that are used?

**Answer:** Lottery utilizes a variety of point-of-sale materials at retail.

- i. Exterior zone: Pole and yard signs
- ii. Threshold zone: Window clings on entryways
- iii. Shopping Zone: Wobblers and cooler clings to interrupt players throughout the store
- iv. Lottery Destination Zone: Inserts on vending equipment and playcenters, posters, surface graphics
- v. Point of Purchase Zone: Toppers for dispensers, monitor footers, backlit boards, counter mats

**6. General Question:** What are the Lottery's book settlement terms for retailers?

**Answer:** 21 days or 5<sup>th</sup> pack activated.

- 7. General Question:** Are there any procedures in place for ending games at less than sell-out?

**Answer:** *Yes. When the last top prize is claimed, the game is ended. The Lottery also conducts a quarterly review where several data points are reviewed to determine other games to end. Some examples of these data points are top prizes remaining, value of top prizes remaining, total games in market at each price point, retailer penetration of individual games, percentage of game sold, overlapping value propositions/playstyles and overall game performance.*

- 8. General Question:** Can the Lottery describe any thresholds for ending games at less than sell-out?

**Answer:** *When the last top prize is claimed, the game is ended. For price points between \$1 - \$5, pickup begins at the beginning of the following month. Price points between \$10 - \$50, pickup begins immediately.*

- 9. General Question:** Does the Lottery pull games from the field when the last top prize is redeemed?

**Answer:** *Yes*

- 10. General Question:** Has the Lottery provided any retailer incentive promotions within the past year? If so, please describe.

**Answer:** *Yes, 20th Anniversary Promotional Game. Every retailer received a pack of 30 tickets with an opportunity to win cash prizes.*

- 11. General Question:** Does the Lottery offer sales rep incentives? If so, please describe.

**Answer:** *Yes, the sales team does have a structured annual incentive program based on goals and objectives determined by the Lottery and awarded quarterly.*

- 12. General Question:** Does the Lottery offer sales reps a retailer recruitment incentive? If so, please describe.

**Answer:** *Not a monetary incentive. Lottery recognizes top recruiters with awards and trophies at the annual sales conference.*

**13. General Question:** Does the Lottery use planograms for scratch-off games? If so, is it price point or game specific? Does the Lottery have chain specific planograms? Are there any different parameters based on chain/independent/tradestyle?

**Answer:** *The Lottery does use planograms at retail that are game specific. We provide a recommended assortment for all retailers each month based on top performing games with a balance of value propositions to ensure games are available for all players. All vending machines follow specific planograms and majority of chain retailers have planograms for counter sales. There are some differences in planograms between chains that are driven by retailer decision makers and our chain account managers to maximize potential sales.*

**14. General Question:** Does the Lottery train retailers annually on digi cash?

**Answer:** *Not on an annual basis. Retailers are trained during onboarding, and our sales team provides training during monthly visits as needed.*

**15. General Question:** Does the Lottery have retail sales tiers (i.e., high, mid, low, or other)?

**Answer:** *No*

**16. General Question:** How many vending machines does the Lottery currently have?

**Answer:** *See Appendix C of RFP:  
i. Attachment: Deployed Equipment.xlsx*

**17. General Question:** How many SCiQ's machines does the Lottery currently have?

**Answer:** *See Appendix C of RFP:  
i. Attachment: Deployed Equipment.xlsx*

**18. General Question:** How many lottery retailers use encounter dispensers?

**Answer:** *Approximately 15-20%*

**19. General Question:** How many lottery retailers have multiple points of purchase locations in a store?

**Answer:** *Approximately 50%*

**20. A.2.17 Warehousing of New Tickets (page 105):** Does the wording 'proposed location' imply the Lottery expects a physical warehouse address as part of the vendor's response?

**Answer:** *No, the proposed location must meet all requirements listed in Section A.2.17, be in Wake County, North Carolina, and be approved by the Lottery. Please include general size requirements for the warehouse you will procure if awarded the Contract.*