



## Aiken Store Charms its Customers

Aiken is known for The Spring Steeplechase, the historic South Boundary Oaks, and an equine history stemming from Dogwood Stables to the Aiken Polo Club with roots dating back to 1882. As resonating as these landmarks may be in the local cultural allure, it is the people and businesses of Aiken which propel it forward. On any given day, hundreds of folks will walk through the doors of a local landmark, **3Way Food Mart #21** at 902 Richland Avenue West. Customers who are referred to as friends by owners, Kamlesh Kumar Patel and Vaishali K Patel (pictured) can be found casually chatting while playing their favorite game. A testament to the charm of Aiken.

Kamlesh, known as K.P., and Vaishali moved to SC in 2010 and became owners of the 3Way #21 in 2021. Their secret sauce to being a million dollar retailer and #1 in Aiken County, is grounded in customer service. They offer receipts to every player, cash out tickets of \$500 and below, remember customer game preferences, installed a TV for customers to discern the oft requested current ticket number of a pack, and participate in the retailer signage program. Along with their employee, Rajesh Patel, they have an all-hands on deck philosophy during peak times to offer a smooth customer experience in support of our offerings.

When you delve into all Aiken has to offer, stop by 3Way #21. I am certain you will be greeted with a friendly smile.

- Trey Ledbetter, Midlands MSR

## PLAYERS' CLUB REWARDS

### “SCEL COIN” DRAWINGS:

\$500 Cash – 30 winners – Draw Date 5/23/24  
 \$25,000 Cash – 3 winners – Draw Date 5/23/24

### ACHIEVEMENTS TO EARN EXTRA “SCEL COIN”:

May 1-31

- Enter \$50 worth of any tickets
  - Enter \$10 of Mega Millions & \$10 of Double Sided Dollars or Ultimate Bonus Payout
  - Enter \$10 worth of \$1 or \$2 scratch-offs
  - Enter \$15 worth of Pick 3 or Pick 4
- May 6-12, 13-19, 20-26, & 27-June 2
- Enter \$20 worth of Palmetto Cash 5

# TICKET TALK

## NEW GAMES

Tuesday, May 7:



Tuesday, June 4:



## DATES TO KNOW

### LAST DAY TO SELL

Wed., May 8: Max Money (#1507)  
 Wed., May 15: Hit \$500 (#1478) & Bonus 9s (#1502)  
 Wed., May 29: X The Money (#1521) & Crossword X-tra Play (#1454)

### LAST DAY TO RETURN

Fri., May 3: Clemson Jackpot (#1498)  
 Fri., May 17: Southern Spectacular (#1500), The Rolling Jackpot \$1 (#1513) & The Rolling Jackpot \$2 (#1514)  
 Fri., May 24: The Rolling Jackpot \$5 (#1515)

### LAST DAY TO CLAIM

Tues., May 7: Power Play (#1433), Kings Ransom (#1469) & Cash Tripler (#1501)  
 Tues., May 14: 5 Spot (#1489)  
 Tues., May 28: Carolina Jackpot (#1497)

# THE GAMEPLAN

## SEEING GREEN LET'S GROW SCRATCH-OFF SALES IN FY25!

### SPROUTING A NEW TICKET PLAN

Larger scratch-off print runs will yield more revenue and more prizes for players to enjoy.

### LUCK IS IN THE AIR IN AIKEN

With two, \$2 MILLION wins in two months, Aiken is becoming a lucky spot to play the Lottery.

### A LOOK BEHIND THE COUNTER

This Aiken store shares its secret sauce to success, keep reading to find out what it is.



# THE GAMEPLAN

The Game Plan is published monthly by the South Carolina Education Lottery. Every effort is made to ensure the information presented is accurate. Due to print lead times and delivery, certain information may not be the finalized product or version. For questions about this publication, call 803-737-4419.

## REMINDERS

BY STATE LAW, ODDS INFORMATION MUST BE DISPLAYED IN ALL RETAIL OUTLETS ADJACENT TO SCEL POINT OF SALE. This information is included in the piece called "Odds of Our Games."

**Display the Top Prizes Remaining Report:** Every morning when you sign in the terminal will generate a "Top Prizes Remaining" report. Post this updated report in the clear sleeve or change mat on your counter. The clear sleeve must be on your dispenser or near the point of purchase.

The Lottery provides updated, weekly prizes remaining and end-of-game information. It is also sent out in all ticket orders. Make sure you review and display the most current information in your play station.

Scratch-off fact sheets with odds and prize information are attached to a ring on the play station. Encourage players to read the information, but discourage them from removing this resource.

The Scratch-off Ticket Information Sign and About Our Odds Sign must be posted at or near the point of purchase.

## CONTACT INFORMATION

Ticket Orders: Contact Your MSR

Stolen/Missing Tickets: 1-866-269-5668

IGT Help Desk: 1-844-458-8535

Customer Information: 1-866-736-9819

Licensing: 1-866-737-7235 (Option 4)

Gambling Addiction Services: 1-877-452-5155

**South Carolina Education Lottery**  
P.O. Box 11949  
Columbia, SC 29211-1949  
[www.sceducationlottery.com](http://www.sceducationlottery.com)

Launch dates and tickets are subject to change. Artwork shown is not necessarily representative of final product.



## PLANTING A NEW PRODUCT PLAN: WITH PLAYER HABITS CHANGING, WE HAVE NEW IDEAS TO GROW YOUR SALES

By Scott Warner, Product Development

The South Carolina Education Lottery has high hopes for the 2025 Fiscal Year. After four years of COVID uncertainty and record-breaking sales, players have settled into a new sense of normal. Across the country, price points and top prizes are increasing while players are purchasing higher price points and expectations for winning experiences are growing.

The Lottery is making improvements to its scratch-off plan to match player

expectations. Before jumping into the exciting changes, let's refresh our memory on the basics of ticket sales. The top three determinates of demand are:

- 1) Prize Percentage Payout (how much of a game's revenue goes toward prizes)
- 2) Prize Structure (prize tiers and odds)
- 3) Product Line Ingredients (how does the game play, and what does it look like)

These three determinates – in addition to several others – are the most important factors that the Lottery uses to build its product plan and drive ticket sales. With these three ingredients in mind, let's take a look at what will be better in FY25.

The Lottery will move from 17 to 12 launches per year, and tickets will be

released on the first Tuesday of every month. This will give the Lottery and you, the retailer, time to promote upcoming games while offering players a predictable cadence to anticipate new tickets. Fewer launches also means more tickets printed in each game to support a full month between launches. Higher ticket quantities generate more revenue and more prizes that return to players, creating meaningful winning experiences.

In addition to richer prize structures, the Lottery is increasing the \$10 top prize from \$300,000 to \$500,000. Don't worry! Players will still be able to play the \$1,000,000 top prize, second-chance games and *Hit* games, as well as \$100, \$200 and \$300.

Lastly, the *Jumbo Bucks* games will see updated ticket art and High Definition printing. As one of the most popular games, this will be an exciting improvement that South Carolina players will surely notice. Keep an eye out for these exciting changes and be sure to ask your Marketing Sales Representatives if you have any questions!



Circle K #3295  
Assistant Manager Natasha Williams & Manager Neil Inman



Circle K #5351  
Manager John Bonnette

**It's been a lucky year for players in Aiken.** In back-to-back months, Aiken convenience stores sold tickets worth \$2 MILLION.

Less than four miles separate the two Circle K locations where the millionaires were made. In February, a \$2 million winning ticket was sold at the Circle K #3295 at 2948 Whiskey Rd. The first one was bought in January at the Circle K #5351 at 1014 E. Pine Log Rd. For selling the claimed tickets, both Circle K Stores received a commission of \$20,000.

Both \$2 million prizes were won off of the Lottery's \$20 Millionaire's Club scratch-off. The odds of that happening are 1 in 1,260,000.

"I wasn't expecting it, and I still don't feel like a millionaire," the first millionaire told lottery officials after cashing in his big win. The other winner feels the same way. "I couldn't believe it," she said. "I only bought one ticket."

## \*\*\*RETAILER CONTRACT REMINDER\*\*\*

**Retailer agrees that it shall not offer for sale in South Carolina any other "competing product" except as authorized in our contract. A competing product includes any gaming terminal that is located at the retail location that dispenses prizes that can be redeemed for money, gifts, services, or gratuities, unless prior written approval is obtained from the Executive Director, or designee. Retailer understands that a violation of this section may result in the termination of this contract and revocation of the retail license by SCEL.**