

# KENO NEWS FOR DELAWARE LOTTERY RETAILERS VOLUME 1 • ISSUE 4 • MARCH 2015

# **Keno Parties**

Keno parties are not only a great way to say thank you to your regular players by rewarding them, but also a great way to get new players interested in trying Keno out. Having a Keno party will drive foot traffic to your location and generate awareness of the game. A prize wheel will be present at the party, which is always a crowd pleaser and giveaways/discounts will be handed out to incentivize the players.

Keno parties are always a fun time! Check out the pictures from some our recent parties! Want to host a Keno party? Please contact your Keno representative.



#### **UPCOMING KENO PARTIES:**

Samson's Country Maid, Newark March 27 | 11:30AM – 1:30PM Delaware Cigarette & Tobacco, Bear April 2 | 4PM – 6PM Middletown News & Tobacco, Middletown April 3 | 4PM – 6PM McGlynn's Peoples Plaza, Glasgow April 16 | 5PM – 7PM McGlynn's Polly Drummond, Newark April 1 | 5PM – 7PM Uncle Willie's, Felton April 8 | 2PM – 4PM



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KENO Fun. On the spot.

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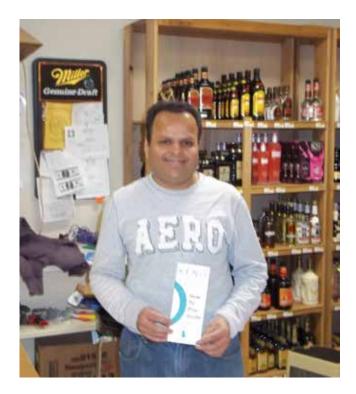
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# **SPOT**light

We're putting the spotlight on Keno Retailers who have successfully increased sales in their location, and we're sharing how they did it with you to help increase YOUR sales!

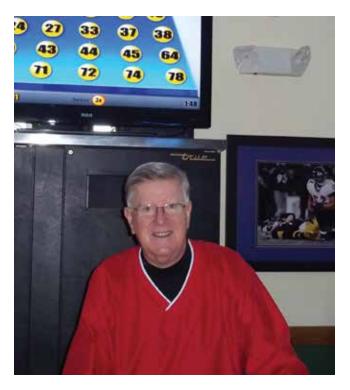


# Mike's Food Market

### Owner of Mike's Food Market in Dover, DE

Mike is very conscious about all of the sales in his store, especially the Delaware Lottery. Mike carries every product that the lottery offers including Keno. If you get a chance to visit his store, you most likely will be asked if you would like to play some type of lottery. When Keno first came out, Mike and his staff took the time to educate his current Lottery customers on the game, and offered Keno to new customers as well. Mike even went as far as to offer a free play of the game to some who were hesitant to play because they did not understand the concept of the game.

Mike and his staff continue to provide great customer service to all Lottery players regardless if they are current customers or new ones. Mike's Keno sales are always within the top ten for the state. Mike's location is a great example of what happens when you ASK FOR THE SALE.



## Scotty's Bayside Tavern ALEX LAIRD

#### Owner of Scotty's Bayside Tavern in Selbyville, DE

Alex Laird is the owner of Scotty's. He has been in business for over nine years. He prides himself on catering to the local community. Many local patrons are retirees from Maryland where Keno has been available for a very long time. Keno sales at Scotty's have been strong since the game launched in January 2013.

There are four other Keno Retailers within a mile of this location. Alex has produced new sales of approximately \$2,000 a week while the locations around him have maintained their sales. Scotty's is currently 11th in total Keno Sales for the state.

He attributes his success to providing great customer service, having knowledgeable players engaging, and helping new players enjoy Keno. Scotty's is a great example of that hometown bar feeling where you can go and enjoy good company, good food and drinks, and play Keno.

# **Tips For Selling Keno**

Here are a few helpful tips to keep in mind.

TIP #1	Have POS visible so customers know you have Keno available.
TIP #2	Update and display winners. Players will play more if they know your store had past winners!
TIP #3	Keep your Keno play area neat, clean, and well stocked with pencils, playslips, and How to Play guides.
TIP #4	ASK FOR THE SALE!



### Welcome New Keno Retailers!

Bodie's Market Milton

Naaman's Beverage Wilmington

**Boulevard BP** Wilmington

Samson's Country Maid Newark

# **Keno Retailer Promotions**

Pale Dog Tavern Newark

Stateline Cigarette New Castle

Christiana Dash In New Castle

Delaware Cigarette & Tobacco Bear

Attention, Retailers! Check out these great past and present promotions, designed to reward you for selling Keno. Be on the lookout for more great promotions in the future, too!

#### **MARCH: Partner Play**

Between March 16 and March 22, every purchase of \$5 or more of Keno on a single transaction, the <u>terminal operator</u> will receive a free \$1 Keno 4-spot ticket.

#### **APRIL 20 – 26**

Every 5th Keno ticket will generate an entry form for a chance to win 1 of 10 prize packs valued at \$75

#### MAY 25 – 31: Partner Play

For every \$5 purchase of Keno/Keno Bonus on a single ticket, the <u>terminal operator</u> will receive \$1 4-Spot ticket.

#### **JUNE 8 – 20**

Every 10th Keno/Keno Bonus ticket will generate an entry form for a chance to win: **1st Prize** 1 of 5 \$100 Visa gift cards **2nd Prize** 1 of 5 sets of Blue Rocks tickets

Bonus Program for Owners: Details Coming Soon

# **Player Promotions**



#### **MARCH: Sprinkler Tuesdays**

Tell your players if they play Keno on any Tuseday in March that they have a chance to double their winnings!

#### **APRIL: Spring into Keno**

Every Wednesday in April buy \$10 worth of Keno/Keno Bonus for only \$7.

#### MAY 11 – 16: Yay for May

Buy \$5 or more of Keno/Keno Bonus on a single ticket and receive a \$1 4-Spot ticket.

#### **JUNE: Happy Hour Fridays**

Every Friday in June from 12:00pm – 2:00pm & 6:00pm – 8:00pm for every Keno/Keno Bonus ticket purchased a player receives a free \$1 4-Spot ticket.

# Congratulations To The Winners Of Our Keno Gift Card Promotion!

Here are some of the winners for the Retailer Promo for November.

### **KENO VISA CARD WINNERS**



Terri Smith - Pearsons's Supermarket



Minesh Patel - Mike's Food Market - Dover



Parikh Dinaz - One Stop - Milford



Angela Wilkinson - Smyrna News & Tobacco



Willis Proctor - Tobacco Time



Jessica Kulesza - Airport News



Talal Khan - Stateline Tobacco - NC.



Candice Marsh - Boxwood Books & News

# **TOP TEN KENO LOCATIONS**

Books & Tobacco – Wilmington 1. The Reef – Wilmington 2. 3. Tobacco Time – Bear Books & News – Newark 4. 5. Smitty McGee's – Fenwick Island Famous Tom's Tavern – Hockessin 6. Elsmere Gulf – Elsmere 7. Mike's Food Market – Dover 8. 9. Naaman's Beverage – Wilmington 10. Smyrna News & Tobacco – Smyrna

# **Know Your Important Hotline/Contact Info**

#### HOTLINE NUMBER: 1-800-233-7014

#### MARKETING STAFF CONTACT INFO

SHAMIKA VENEY Delaware State Lottery, Keno Representative 302-632-9002 ED COX Sussex County, SGI Keno Representative 646-574-8515 CHRIS KUNZWEILER New Castle County, SGI Keno Representative 646-574-8549

DON CAHALL Keno Supervisor 302-270-9343



If you'd like to receive future Kenotes electronically, please email Keno Supervisor, Don Cahall, at **Don.Cahall@state.de.us**.

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