



KENOTES

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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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

MINESH PATEL

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

Pale Dog Tavern
Newark

Stateline Cigarette
New Castle

Christiana Dash In
New Castle

Delaware Cigarette & Tobacco
Bear

Keno Retailer Promotions

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 terminal operator 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 terminal operator 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



LIMITED TIME! STARTING TUESDAY, MARCH 3, 2015

KENO Sprinkler TUESDAYS

A CHANCE TO **DOUBLE** YOUR WINNINGS!

For a limited time, you have a chance to double your winnings each Tuesday with KENO Sprinkler!

Check your winning KENO tickets to see if your prize is doubled.

Play often...you never know when your prizes will be doubled.

Visit your KENO retailer on Tuesdays, or find a local retailer at delottery.com/keno

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Games you love. Prizes you want.

*All liability caps apply. See delottery.com/terms for details. You must be 18 years old to play. Gambling Machine # 1888-000-0000. Exp. 03/31/15. Printed 02/15/15.

MARCH: Sprinkler Tuesdays

Tell your players if they play Keno on any Tuesday 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 - Pearson's'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

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



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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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THE DELAWARE LOTTERY

McKee Business Park
1575 McKee Road, Suite 102
Dover, DE 19904-1903
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