

# EARN EXTRA \$\$\$ EACH MONTH: JOIN THE CUSTOMER REFERRAL PROGRAM



Benefits Older Pennsylvanians.  
Every Day.

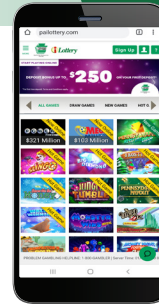
## Play Online

### What are PA Lottery Online Games?

- Internet instant games and other Lottery products sold online, through the PA Lottery's website and the PA Lottery Official App.

### How can PA Lottery retailers earn money?

- Join the PA Lottery Online Customer Referral Program at PAiLottery.com/partners.
- Get your customers to sign up for PA Lottery Online (via your in-store advertising or online marketing efforts) using your unique code.
- Pick one of three options to earn money:



**20% Profit Share**  
Earn 20% of NGR\* for 24 months for the players you sign up.

OR

**Earn \$100**  
Per player you sign up.

OR

**Hybrid - Earn \$50**  
Per player who signs up, plus 10% of NGR\* for 24 months.

Note: Players must make a min. \$10 deposit and wager \$10.

- Also, as a Lottery retailer, you will earn the standard 5% commission for every WebCash sale, so encourage your customers to buy WebCash to fund their online Lottery accounts.
- Earn bonus commission if a player you referred wins \$50,000 or more!

Player Win Amount	Your Bonus
\$50,000 - \$500,000	\$100
\$500,000.01 - \$1 million	\$1,000
\$1,000,000.01 - \$10 million	\$2,000
\$10,000,000.01 or more	\$20,000



\*NGR (Net Gaming Revenue): Amount wagered, less amount won in the period or theoretical payout percentage, after the deduction of costs. See the PA Lottery Play Online Customer Referral Program terms and conditions for details.

# How much can I earn?

- It's up to you!
- Retailers who promote the program both in-store and online, earn more by gaining additional customers to sign up.
- Earn 5% commission for every WebCash sale.
- Monthly payments are credited directly to your Lottery retailer account.

# What support will Lottery provide?

- Printed leaflets with your unique bonus code and a leaflet holder for display.
- Digital marketing assets such as various-sized online ad banners.
- Customer offer - The Lottery will give your customers \$50 bonus money when they deposit \$10.
- Web portal for you to manage your referral account with reporting tools.
- Dedicated customer support.

# How can you promote PA Lottery Online Games?

- Promote in-store with printed leaflets and on-counter leaflet holder.
- Promote online through your website, Official App, loyalty club or email database.
- Ask for the sale - Encourage your customers to sign up for Online Games using your unique bonus code and buy WebCash from your store to fund their online Lottery accounts.

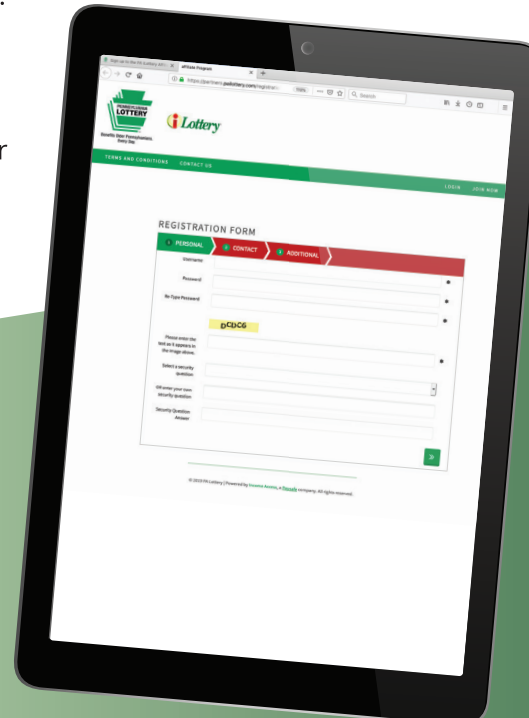
# How do you participate?

- Go to [PAiLottery.com/partners](https://PAiLottery.com/partners) to learn more, sign up and start earning today!



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Players must be 18 or older.  
Please play responsibly.  
Problem Gambling Helpline:  
1-800-GAMBLER (1-800-426-2537)



Dedicated customer support:  
Email: [Affiliates@PAiLottery.com](mailto:Affiliates@PAiLottery.com)  
Call: 305-928-7485

Examples shown  
in the devices.  
Actual content may vary.

# THANK YOU!