

53ER20-79 FLORIDA LOTTO® Rebrand Retailer Promotion.

(1) Beginning October 8, 2020 and continuing through December 2, 2020 (“Promotion Period”), the Florida Lottery will conduct the FLORIDA LOTTO® Rebrand Retailer Promotion (“Promotion”).

(2) Cash prizes will be awarded to retailers based on the highest percentage increase in FLORIDA LOTTO sales within a Florida Lottery Sales District (“District”).

(3) The following eligibility requirements must be met by a retailer in order for inclusion in the Promotion:

(a) the retailer must have been an active retailer selling FLORIDA LOTTO tickets as of October 10, 2019;

(b) the retailer must have a minimum of \$5,000 in total FLORIDA LOTTO sales during the 8-week Promotion Period; and

(c) the retailer must meet the minimum sales percentage increase requirement for FLORIDA LOTTO sales during the Promotion Period established by the Lottery. The minimum sales percentage increase requirement for a retailer for FLORIDA LOTTO sales during the Promotion Period is set based on the retailer’s prior year total FLORIDA LOTTO sales during the comparable 8-week sales period of October 10, 2019 through December 4, 2019 (“Base Period”). The minimum sales percentage increase requirements are set forth as follows:

Total FLORIDA LOTTO Sales During Base Period	Minimum Sales Percentage Increase Requirement for Promotion Period
\$10,000 and greater	10%
Between \$8,000 and \$9,999	20%
Between \$5,000 and \$7,999	25%
Less than \$5,000	30%

(4) Within each District, eligible retailers will be ranked (independent and corporate jointly) according to their percentage increase in total FLORIDA LOTTO sales for the Promotion Period over the total FLORIDA LOTTO sales for the Base Period. The highest ranked retailers will be awarded cash prizes, starting with \$5,000 prizes. The number and amount of cash prizes per District is set forth in the table in below.

LOTTERY SALES DISTRICT	NUMBER OF \$1,000 PRIZES PER DISTRICT	NUMBER OF \$5,000 PRIZES PER DISTRICT
District 1- Tallahassee	5	1
District 3- Pensacola	10	2
District 4- Jacksonville	15	3
District 5- Gainesville	10	2
District 6-Orlando	20	4
District 9- Tampa	20	4
District 10- Ft. Myers	15	3
District 11- West Palm Beach	15	3
District 13- Miami	30	6
Total	140	28

Retailers will be subject to disqualification if the Florida Lottery determines that:

(a) the retailer is not in good financial standing with the Florida Lottery at the time of prize payment; or

(b) the retailer is not in an “active” retailer status at the time of prize payment.

(5) In the event that there is an insufficient number of eligible retailers within a District to award all promotional prizes designated for that District, any excess prize or prizes will not be awarded.

(6) A promotional prize will be considered compensation to the retailer and will be reported to the Internal Revenue Service by the Florida Lottery.

The official rule for the FLORIDA LOTTO® Rebrand Retailer Promotion can be obtained from the Florida Administrative Code at www.flrules.org on or soon after October 13, 2020. In the event of a conflict between a provision of this rule and the official rule for the FLORIDA LOTTO® Rebrand Retailer Promotion, the official rule shall govern.