

# NOTICES OF FINAL RULEMAKING

The Administrative Procedure Act requires the publication of the final rules of the state's agencies. Final rules are those which have appeared in the *Register* first as proposed rules and have been through the formal rulemaking process including approval by the Governor's Regulatory Review Council or the Attorney General. The Secretary of State shall publish the notice along with the Preamble and the full text in the next available issue of the *Register* after the final rules have been submitted for filing and publication.

## NOTICE OF FINAL RULEMAKING

### TITLE 19: ALCOHOL, HORSE AND DOG RACING, LOTTERY, AND GAMING

#### CHAPTER 3: ARIZONA STATE LOTTERY COMMISSION

[R07-270]

#### PREAMBLE

**1. Sections Affected**

R19-3-1001  
R19-3-1002  
R19-3-1003  
R19-3-1004  
R19-3-1005  
R19-3-1006  
R19-3-1007  
R19-3-1008

**Rulemaking Action**

Amend  
Amend  
Amend  
Amend  
Repeal  
Repeal  
Amend  
Amend

**2. The statutory authority for rulemaking, including both the authorizing statute (general) and the statutes the rules are implementing (specific):**

Authorizing statute: A.R.S. § 5-504(B) and (C)  
Implementing statute: A.R.S. § 5-504(B) and (C)

**3. The effective date of the rules:**

September 15, 2007

**4. A list of all previous notices appearing in the *Register* addressing the final rules:**

Notice of Rulemaking Docket Opening: 12 A.A.R. 1859, June 2, 2006  
Notice of Proposed Rulemaking: 12 A.A.R. 2389, July 7, 2006

**5. The name and address of agency personnel with whom persons may communicate regarding the rulemaking:**

Name: J. Art Macias Jr., Executive Director

Address: Arizona State Lottery  
4740 E. University Drive  
Phoenix, AZ 85034

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or

Name: Pam DiNunzio

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Phoenix, AZ 85034

Telephone: (480) 921-4489

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E-mail: pdinunzio@azlottery.gov

**6. An explanation of the rules, including the agency's reason for initiating the rules:**

Article 10 sets forth provisions unique to the conduct of Lottery promotions to increase sales, public awareness of Lottery games and benefits, and retailer participation in Lottery programs. These rules are being amended to group the types of promotions into more general categories. Detailed information regarding individual promotions are fully described in the Promotion Profile as required by these rules. The rules also explain how to determine a winning promotion, the procedures required to claim promotional items, and disputes concerning promotions.

**7. A reference to any study relevant to the rules that the agency reviewed and either proposes to rely on or not rely on in its evaluation of or justification for the rules, where the public may obtain or review each study, all data underlying each study, and any analysis of each study and other supporting material:**

None

**8. A showing of good cause why the rules are necessary to promote a statewide interest if the rules will diminish a previous grant of authority of a political subdivision of this state:**

Not applicable

**9. The summary of the economic, small business, and consumer impact:**

The rules for Article 10, Promotions, describe various types of Lottery promotions and procedures relating to these promotions. The Lottery anticipates amendments to Article 10 will impact the agency, Lottery retailers, Lottery players, and potentially state revenues.

A. *The Arizona State Lottery.* Costs to the agency related to this rulemaking are included in the agency's appropriated budget. They include the cost of cash or merchandise prizes, as well as administrative operating expenses associated with personnel, point-of-sale items, and related advertising. The Lottery does not anticipate any additional costs to the agency as a result of this rulemaking.

B. *Businesses Directly Affected by this Rulemaking.* Businesses affected by these rules are Lottery retailers who sell Lottery game products to the public. The only impact the rules have upon Lottery retailers is to specify how to determine a winning promotion, and if applicable, the premium amount. Currently, retailers receive a base commission of \$.065 for each \$1 Lottery game transaction. An increase in sales as a result of Lottery promotions will also increase the amount of commissions earned by retailers.

C. *Consumers and the Public.* There are no costs to the public associated with this rulemaking. The description of promotion procedures will assist players in understanding how to participate in Lottery promotions and claim winning promotional prizes.

D. *State Revenues.* These rules allow the Lottery to introduce various product promotions, thus providing the state with a potential to increase revenue.

This rulemaking clarifies Lottery promotion procedures and will not have any identifiable economic impact on political subdivisions of the state, private and public employment, or the general public.

**10. A description of the changes between the proposed rules, including supplemental notices, and final rules (if applicable):**

There are no substantive changes between the proposed rules and the final rules.

**11. A summary of the comments made regarding the rules and the agency response to them:**

No oral or written comments were received regarding the rules.

**12. Any other matters prescribed by statute that are applicable to the specific agency or to any specific rule or class of rules:**

Not applicable

**13. Incorporation by reference and their location in the rules:**

Not applicable

**14. Was this rule previously made as an emergency rule?**

No

**15. The full text of the rules follows:**

**TITLE 19: ALCOHOL, HORSE AND DOG RACING, LOTTERY, AND GAMING**

**CHAPTER 3: ARIZONA STATE LOTTERY COMMISSION**

**ARTICLE 10. PROMOTIONS**

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Section

- R19-3-1001. Definitions
- R19-3-1002. Promotion Profile
- R19-3-1003. Promotion ~~Play-Style~~ Playstyle – Promotion Type
- R19-3-1004. Determination of a Winning Promotion
- R19-3-1005. ~~Promotion Ticket Ownership and Payment for Promotion Winnings~~ Repealed
- R19-3-1006. ~~Promotion Validation Requirements~~ Repealed
- R19-3-1007. Procedure for Claiming Prizes and Claim Period
- R19-3-1008. Disputes Concerning a Promotion Ticket or a Promotion Winner

ARTICLE 10. PROMOTIONS

**R19-3-1001. Definitions**

In this Article, unless the context otherwise requires:

- ~~1. “Best interests of the Lottery” means advantageous to the Lottery as determined by the Director.~~
- ~~2.1. “Category” means player, consumer, retailer, vendor, or other person who participates in the promotion.~~
- ~~3.2. “Charitable organization” means a non-profit organization organized and operated exclusively for charitable purposes and is qualified under §502(c)(3) of the United States Internal Revenue Code.~~
3. “Media” means the method of communication, as in television, radio, print, outdoor, or Internet, with wide reach and influence.
4. “Prize type” means cash, free ticket or tickets from same or different game product, ticket coupon, drawing coupon, discount on same or different game product or vendor product, or merchandise prize: tickets, coupon or coupons, merchandise, retailer or vendor product or service, or discount on retailer or vendor product or service.
5. “Promotion” means a program designed to increase awareness of the Lottery, Lottery beneficiaries, and Lottery games and that is intended to increase the sale of Lottery tickets to produce the maximum amount of net revenue for the state by offering an incentive to buy.
6. “Promotion playstyle” means the type of process or procedure used to control the promotion.
7. “Promotion Profile” means the written document in which the Lottery Commission authorizes the Director to issue an order that contains all of the non-confidential promotion fundamentals required by these rules for a promotion.
- ~~6.8. “Promotional merchandise” means Lottery related goods, consumer products, or services provided by the Lottery for use in a promotion.~~
- ~~7.9. “Promotional ticket” means a Arizona Lottery ticket from a current, active game or a specially designed game provided by the Lottery for use in a promotion.~~
- ~~8.10. “Targeted game or targeted games” means the specific game or games a promotion is intended to increase sales or awareness of.~~
- ~~9.11. “Tickets” means one or more Lottery game plays from the targeted game or games.~~

**R19-3-1002. Promotion Profile**

- A. ~~The Commission shall approve orders in accordance with A.R.S. § 5-504(C) for the specific Promotion Profile prior to the promotion being introduced to the public for participation. Each promotion shall have a Promotion Profile and at a minimum, the Profile shall contain the following information:~~
- B. ~~At a minimum, the Promotion Profile for each promotion shall contain the following information:-~~
  1. Promotion name;
  2. Prize type and structure, including the estimated number and size of monetary prizes, free tickets, and merchandise prizes available, if applicable; Promotion playstyle;
  3. ~~Play style – Promotion Type;~~ Category;
  4. ~~Category; Targeted game, games or Lottery beneficiaries involved in the promotion;~~
  5. ~~Targeted game or games or products involved in the Promotion; Promotion description;~~
  6. ~~Special feature, if any; Promotion selection criteria, if applicable;~~
  7. ~~Retail sales price; Prize type and structure, including the estimated number and size of monetary prizes, free tickets, coupons, certificates, discounts, and merchandise prizes available, if applicable;~~
  8. ~~Promotion date range (beginning and ending promotion dates, term of the promotion; Retail sales price, if applicable;~~
  9. ~~Time range, if applicable; Promotion date range (beginning and ending promotion dates);~~
  10. ~~Day or days of the week, if applicable; Time range, if applicable;~~
  11. ~~Prize draw eligibility requirements, including filing period for eligibility in a winners drawing, if applicable; Day or days of the week, if applicable;~~
  12. ~~Promotion selection criteria, if applicable. Special feature, if any; and~~
  13. Prize draw eligibility requirements, including filing period for eligibility in a winners drawing, if applicable.
- B. ~~The Commission shall approve the Promotion Profile prior to the promotion being introduced to the public for participation.~~

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**R19-3-1003. Promotion ~~Play Style~~ Playstyle – Promotion Type**

A. The ~~Play style~~ playstyle for a specific promotion shall be fully described in the Promotion Profile and shall be one of the following methods of play unless a different method is prescribed by another rule:

1. ~~Second Chance Drawing – non-winning tickets – Players.~~
2. ~~Second Chance Drawing – entry forms – Players.~~
3. ~~Second Chance Drawing – low or mid-tier winners – Players.~~
4. ~~Increased Prize Payment.~~
5. ~~Buy X and Get Y Free – tickets.~~
6. ~~Buy X and Get Y Free – ticket coupon.~~
7. ~~Buy X and Get Y Free – drawing coupon.~~
8. ~~Buy X and Get Y Free – merchandise.~~
9. ~~Buy X and Get Y Free – cash prize.~~
10. ~~Buy X and Get Y Free, every Nth transaction – tickets.~~
11. ~~Buy X and Get Y Free, every Nth transaction – ticket coupon.~~
12. ~~Buy X and Get Y Free, every Nth transaction – drawing coupon.~~
13. ~~Buy X and Get Y Free, every Nth transaction – merchandise prize.~~
14. ~~Buy X and Get Y Free, every Nth transaction – cash prize.~~
15. ~~Buy X and Get Y Free, every Nth transaction – Partner Play.~~
16. ~~Buy X and Get Y Free, No Match – tickets.~~
17. ~~Buy X and Get Y Free, No Match – ticket coupon.~~
18. ~~Buy X and Get Y Free, No Match – drawing coupon.~~
19. ~~Buy X and Get Y Free, No Match – merchandise prize.~~
20. ~~Buy X and Get Y Free, No Match – cash prize.~~
21. ~~Buy X and Get Y Free, Day of the Week – tickets.~~
22. ~~Buy X and Get Y Free, Day of the Week – ticket coupon.~~
23. ~~Buy X and Get Y Free, Day of the Week – drawing coupon.~~
24. ~~Buy X and Get Y Free, Day of the Week – merchandise prize.~~
25. ~~Buy X and Get Y Free, Day of the Week – cash prize.~~
26. ~~Buy X and Get Y Free, Multi-Draw – tickets.~~
27. ~~Buy X and Get Y Free, Multi-Draw – ticket coupon.~~
28. ~~Buy X and Get Y Free, Multi-Draw – drawing coupon.~~
29. ~~Buy X and Get Y Free, Multi-Draw – merchandise prize.~~
30. ~~Buy X and Get Y Free, Multi-Draw – cash prize.~~
31. ~~Buy X and Get Y Free, Non-Winning Tickets – tickets.~~
32. ~~Buy X and Get Y Free, Non-Winning Tickets – ticket coupon.~~
33. ~~Buy X and Get Y Free, Non-Winning Tickets – drawing coupon.~~
34. ~~Buy X and Get Y Free, Non-Winning Tickets – merchandise prize.~~
35. ~~Buy X and Get Y Free, Non-Winning Tickets – cash prize.~~
36. ~~Complete Survey – Tickets.~~
37. ~~Complete Survey – Ticket Coupon.~~
38. ~~Complete Survey – Drawing Coupon.~~
39. ~~Complete Survey – Merchandise Prize.~~
40. ~~Complete Survey – Cash Prize.~~
41. ~~Buy X Get Y Free Coupon – Direct Mail.~~
42. ~~Buy X Get Y Free Coupon – Newspaper.~~
43. ~~Happy Birthday Club Coupon.~~
44. ~~Special Events – Non-winning Tickets.~~
45. ~~Special Events – Spin of the Lottery Prize Wheel.~~
46. ~~Special Events – Various Games of Little or No Skill.~~
47. ~~Special Events – Guess How Many?.~~
48. ~~Special Events – Where’s Willy?.~~
49. ~~Second Chance Drawing – Retailer.~~
50. ~~Retailer Incentive – Sales.~~
51. ~~Retailer Incentive – Point of Sale.~~
52. ~~Mystery Shopper – Retailer.~~
53. ~~Ask for the Sale – Retailer.~~
54. ~~Ask Me What the Jackpot Is – Retailer.~~
55. ~~Ask Me What the Grand Prize Is – Retailer.~~
56. ~~Retailer’s Second Chance Drawing – Retailer/Player.~~

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- 57. ~~Cross Promotion – Vendor.~~
- 58. ~~Radio Promotion – Vendor.~~
- 59. ~~Charitable Organization.~~
- 60. ~~Public Contest – not related to specific Lottery game.~~
- 61. ~~Customer Service – Tickets.~~
- 62. ~~Customer Service – Ticket Coupon.~~
- 63. ~~Customer Service – Merchandise.~~
- 64. ~~POWERBALL™ Doubler Promotion.~~
- 65. ~~POWERBALL™ MUSL Promotions.~~
- 1. Second Chance Drawing – Player.
- 2. Second Chance Drawing – Retailer.
- 3. Retailer’s Second Chance Drawing – Retailer/Player.
- 4. Increased Prize Payment.
- 5. Buy X and Get Y Free – Player.
- 6. Sell X and Get Y Free – Retailer.
- 7. Validate X and Get Y Free – Retailer.
- 8. Buy X and Get Y Free, Every Nth Transaction – Player.
- 9. Sell X and Get Y Free, Every Nth Transaction – Retailer.
- 10. Complete Survey.
- 11. Special Events – Player.
- 12. Retailer Incentive.
- 13. Cross Promotion.
- 14. Media Promotion.
- 15. Customer Service.
- 16. Mystery Shopper – Retailer.
- 17. Ask For the Sale – Retailer.
- 18. Charitable Organization.
- 19. Public Contest – not related to specific Lottery game.
- 20. Multi-State Lottery (MUSL) Promotions.

- B. More than one promotion may run concurrently.
- C. Promotion may be held only on specific days of the week.
- D. Promotion may be held only during specific hours of the day.
- E. Promotion may be available for selected regions, zones, retailer groups or player groups. Groups may be made by business codes, regions, county, zip code, chain designator, field representative or sales quota.

**R19-3-1004. Determination of a Winning Promotion**

Eligibility to win a prize is based on compliance with the designated ~~Play style promotion~~ playstyle as follows:

- 1. ~~Second Chance Drawing – non-winning tickets – Players. The player shall send the Lottery game non-winning ticket or tickets from the targeted games or games required in the Promotion Profile to the Lottery office for entry into a Grand Prize Drawing. The player or players selected in the prize drawing procedure shall win the cash or merchandise prize designated in the Promotion Profile.~~
- 2. ~~Second Chance Drawing – entry forms – Players. The player shall send a completed entry form required in the Promotion Profile to the Lottery office or designated Lottery vendor for entry into a Grand Prize Drawing. The player or players selected in the prize drawing procedure shall win the cash or merchandise prize designated in the Promotion Profile.~~
- 3. ~~Second Chance Drawing – low or mid tier winners – Players. Players who win a particular prize denomination in the targeted game or games shall automatically be entered into a Grand Prize Drawing. The player or players selected in the prize drawing procedure shall win the cash or merchandise prize designated in the Promotion Profile.~~
- 4. ~~Increased Prize Payment. Players who win a particular prize denomination in the targeted game or games shall win an additional amount specified in the Promotion Profile, i.e. double prize payout for a division 4 winners in Lotto, 20% increase in all prizes in the Pick 3™ game on each Monday in May.~~
- 5. ~~Buy X and Get Y Free – tickets. Each time a player buys a predetermined number of the targeted game or games tickets, the player will receive a predetermined number of additional tickets free according to the Promotions Profile.~~
- 6. ~~Buy X and Get Y Free – ticket coupon. Each time a player buys a predetermined number of the targeted game or games tickets, the player will receive a coupon to be redeemed for a predetermined number of additional tickets free with the purchase of the same game tickets according to the Promotions Profile.~~
- 7. ~~Buy X and Get Y Free – drawing coupon. Each time a player buys a predetermined number of the targeted game or games tickets, the player will receive a coupon to be sent to the Lottery for entry into a Grand Prize Drawing according to the Promotions Profile. The player or players selected in the prize drawing procedure shall win the cash or merchandise prize designated in the Promotion Profile.~~

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8. Buy X and Get Y Free—merchandise. Each time a player buys a predetermined number of the targeted game or games tickets, the player will receive a merchandise prize according to the Promotions Profile.
9. Buy X and Get Y Free—cash prize. Each time a player buys a predetermined number of the targeted game or games tickets, the player will receive a cash prize according to the Promotions Profile.
10. Buy X and Get Y Free, every Nth transaction—tickets. Each time a player buys a predetermined number of the targeted game or games tickets and is the Nth number of transaction produced by the on-line system, the player will receive a predetermined number of additional tickets free according to the Promotions Profile.
11. Buy X and Get Y Free, every Nth transaction—ticket coupon. Each time a player buys a predetermined number of the targeted game or games tickets and is the Nth number of transaction produced by the on-line system, the player will receive a coupon to be redeemed for a predetermined number of additional tickets free with the purchase of the same game tickets according to the Promotions Profile.
12. Buy X and Get Y Free, every Nth transaction—drawing coupon. Each time a player buys a predetermined number of the targeted game or games tickets and is the Nth number of transaction produced by the on-line system, the player will receive a coupon to be sent to the Lottery for entry into a Grand Prize Drawing according to the Promotions Profile. The player or players selected in the prize drawing procedure shall win the cash or merchandise prize designated in the Promotion Profile.
13. Buy X and Get Y Free, every Nth transaction—merchandise prize. Each time a player buys a predetermined number of the targeted game or games tickets and is the Nth number of transaction produced by the on-line system, the player will receive a merchandise prize according to the Promotions Profile.
14. Buy X and Get Y Free, every Nth transaction—cash prize. Each time a player buys a predetermined number of the targeted game or games tickets and is the Nth number of transaction produced by the on-line system, the player will receive a cash prize according to the Promotions Profile.
15. Buy X and Get Y Free, every Nth transaction—Partner Play. Each time a player buys a predetermined number of the targeted game or games tickets and is the Nth number of transaction produced by the on-line system, the player and the selling retailer clerk will receive an exact free ticket according to the Promotions Profile.
16. Buy X and Get Y Free, No Match—tickets. Each time a player buys a predetermined number of the targeted game or games tickets and the ticket does not match any of the number selected in that game's drawing, the player will receive a predetermined number of tickets free according to the Promotions Profile.
17. Buy X and Get Y Free, No Match—ticket coupon. Each time a player buys a predetermined number of the targeted game or games tickets and the ticket does not match any of the number selected in that game's drawing, the player will receive a coupon to be redeemed for a predetermined number of additional tickets free with the purchase of the same game tickets according to the Promotions Profile.
18. Buy X and Get Y Free, No Match—drawing coupon. Each time a player buys a predetermined number of the targeted game or games tickets and the ticket does not match any of the number selected in that game's drawing, the player will receive a coupon to be sent to the Lottery for entry into a Grand Prize Drawing according to the Promotions Profile. The player or players selected in the prize drawing procedure shall win the cash or merchandise prize designated in the Promotion Profile.
19. Buy X and Get Y Free, No match—merchandise prize. Each time a player buys a predetermined number of the targeted game or games tickets and the ticket does not match any of the number selected in that game's drawing, the player will receive a merchandise prize according to the Promotions Profile.
20. Buy X and Get Y Free, No Match—cash prize. Each time a player buys a predetermined number of the targeted game or games tickets and the ticket does not match any of the number selected in that game's drawing, the player will receive a cash prize according to the Promotions Profile.
21. Buy X and Get Y Free, Day of the Week—tickets. Each time a player buys a predetermined number of the targeted game or games tickets on a particular day or days of the week, the player will receive a predetermined number of tickets free according to the Promotions Profile.
22. Buy X and Get Y Free, Day of the Week—ticket coupon. Each time a player buys a predetermined number of the targeted game or games tickets on a particular day or days of the week, the player will receive a coupon to be redeemed for a predetermined number of additional tickets free with the purchase of the same game tickets according to the Promotions Profile.
23. Buy X and Get Y Free, Day of the Week—drawing coupon. Each time a player buys a predetermined number of the targeted game or games tickets on a particular day or days of the week, the player will receive a coupon to be sent to the Lottery for entry into a Grand Prize Drawing according to the Promotions Profile. The player or players selected in the prize drawing procedure shall win the cash or merchandise prize designated in the Promotion Profile.
24. Buy X and Get Y Free, Day of the Week—merchandise prize. Each time a player buys a predetermined number of the targeted game or games tickets on a particular day or days of the week, the player will receive a merchandise prize according to the Promotions Profile.

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25. Buy X and Get Y Free, Day of the Week—cash prize. Each time a player buys a predetermined number of the targeted game or games tickets on a particular day or days of the week, the player will receive a cash prize according to the Promotions Profile.
26. Buy X and Get Y Free, Multi-Draw—tickets. Each time a player buys a predetermined number of the targeted game or games tickets for more than one drawing (for X number of drawings), the player will receive a predetermined number of tickets free according to the Promotions Profile.
27. Buy X and Get Y Free, Multi-Draw—ticket coupon. Each time a player buys a predetermined number of the targeted game or games tickets for more than one drawing (for X number of drawings), the player will receive a coupon to be redeemed for a predetermined number of additional tickets free with the purchase of the same game tickets according to the Promotions Profile.
28. Buy X and Get Y Free, Day of the Week—drawing coupon. Each time a player buys a predetermined number of the targeted game or games tickets for more than one drawing (for X number of drawings), the player will receive a coupon to be sent to the Lottery for entry into a Grand Prize Drawing according to the Promotions Profile. The player or players selected in the prize drawing procedure shall win the cash or merchandise prize designated in the Promotion Profile.
29. Buy X and Get Y Free, Multi-Draw—merchandise prize. Each time a player buys a predetermined number of the targeted game or games tickets for more than one drawing (for X number of drawings), the player will receive a merchandise prize according to the Promotions Profile.
30. Buy X and Get Y Free, Multi-Draw—cash prize. Each time a player buys a predetermined number of the targeted game or games tickets for more than one drawing (for X number of drawings), the player will receive a cash prize according to the Promotions Profile.
31. Buy X and Get Y Free, Non-Winning Tickets—tickets. Each time a player buys a predetermined number of the targeted game or games tickets and the ticket is not a winning ticket, the player will receive a predetermined number of tickets free according to the Promotions Profile.
32. Buy X and Get Y Free, Non-Winning Tickets—ticket coupon. Each time a player buys a predetermined number of the targeted game or games tickets and the ticket is not a winning ticket, the player will receive a coupon to be redeemed for a predetermined number of additional tickets free with the purchase of the same game tickets according to the Promotions Profile.
33. Buy X and Get Y Free, Non-Winning Tickets—drawing coupon. Each time a player buys a predetermined number of the targeted game or games tickets and the ticket is not a winning ticket, the player will receive a coupon to be sent to the Lottery for entry into a Grand Prize Drawing according to the Promotions Profile. The player or players selected in the prize drawing procedure shall win the cash or merchandise prize designated in the Promotion Profile.
34. Buy X and Get Y Free, Non-Winning Tickets—merchandise prize. Each time a player buys a predetermined number of the targeted game or games tickets and the ticket is not a winning ticket, the player will receive a merchandise prize according to the Promotions Profile.
35. Buy X and Get Y Free, Non-Winning Tickets—cash prize. Each time a player buys a predetermined number of the targeted game or games tickets and the ticket is not a winning ticket, the player will receive a cash prize according to the Promotions Profile.
36. Complete Survey—Tickets. If a player completes a survey, the player will receive a predetermined number of the targeted game or games tickets free according to the Promotions Profile.
37. Complete Survey—Ticket Coupon. If a player completes a survey, the player will receive a coupon to be redeemed for a predetermined number of tickets free with the purchase of the same game tickets according to the Promotions Profile.
38. Complete Survey—Drawing Coupon. If a player completes a survey, the player will receive a coupon to be sent to the Lottery for entry into a Grand Prize Drawing according to the Promotions Profile. The player or players selected in the prize drawing procedure shall win the cash or merchandise prize designated in the Promotion Profile.
39. Complete Survey—Merchandise Prize. If a player completes a survey, the player will receive a merchandise prize according to the Promotions Profile.
40. Complete Survey—Cash Prize. If a player completes a survey, the player will receive a cash prize according to the Promotions Profile.
41. Buy X Get Y Free Coupon—Direct Mail. Players who receive the Buy X Get Y Free coupon in the mail may redeem the coupon at any Lottery retailer for a Lottery ticket stated on the coupon and listed in the Promotion Profile.
42. Buy X Get Y Free Coupon—Newspaper. Players who receive the Buy X Get Y Free coupon in the local Newspaper may redeem the coupon at any Lottery retailer for a Lottery ticket stated on the coupon and listed in the Promotion Profile.
43. Happy Birthday Club Coupon. Players who mail a form with their name, address, phone number and birthday to the Lottery will receive a coupon which can be redeemed at any Lottery retailer for one Lottery ticket on their birthday.
44. Special Events—Non-winning Tickets. Each time a player turns in a predetermined number of the targeted game or

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- games non-winning tickets to a special event location, the player will receive a merchandise prize according to the Promotions Profile.
45. Special Events—Spin of the Lottery Prize Wheel. Each player who visits a special event location may spin the Lottery Prize Wheel once. The player shall win the prize indicated on the Lottery Prize Wheel. Wheel must complete at least one complete revolution.
  46. Special Events—Various Games of Little or No Skill. Each player who visits a special event location may play any number of carnival type games to win the prize indicated in the Promotion Profile and listed at the special event game.
  47. Special Events—Guess How Many? Each player who visits a special event location shall complete a form with their name, address, phone number and guess how many items are in a container (for example, large plastic “L” with loose change, money bag, teed tea jug with Lottery Scratchers). The predetermined number of players who come closest to correct amount shall win the prize indicated in the Promotion Profile.
  48. Special Events—Where’s Willy? Clues to Windfall Willie’s whereabouts shall be announced on the participating radio station daily. Players who correctly locate Willie shall be entered into drawing for cash or merchandise prizes listed in the Promotion Profile.
  49. Second Chance Drawing—Retailer. The Arizona Lottery retailer shall send the entry form required in the Promotion Profile to the Lottery office for entry into a Grand Prize Drawing. The retailer selected in the prize drawing procedures shall win the cash or merchandise prize designated in the Promotion Profile.
  50. Retailer Incentive—Sales. Retailers who increase Lottery ticket sales for the targeted game or games by a particular percent during the designated period specified in the Promotion Profile shall win the corresponding prize listed in the Promotion Profile.
  51. Retailer Incentive—Point of Sale. Retailers who display a defined number of point of sale pieces during the designated period specified in the Promotion Profile shall win the corresponding prize listed in the Promotion Profile.
  52. Mystery Shopper—Retailer. The Lottery shall send out mystery shoppers or spotters to visit randomly selected retailers in the promotional area. Retailers who display point of sale materials and promote the targeted game or games according to the Promotion Profile shall win the designated prize.
  53. Ask for the Sale—Retailer. Retailers participating in the promotion shall ask all customers if they want to purchase a Lottery ticket for the targeted game or games. If the Retailer does not ask a customer, the customer shall receive a free Lottery ticket from the designated game. The Lottery shall provide the participating retailer with a predetermined number of tickets from the targeted game or games according to the Promotion Profile.
  54. Ask Me What the Jackpot Is—Retailer. Customers who ask a participating retailer what the targeted game’s jackpot is and the retailer does not know the jackpot amount, the customer shall receive a free ticket from the targeted game. The Lottery shall provide the participating retailer with a predetermined number of tickets from the targeted game according to the Promotion Profile.
  55. Ask Me What the Grand Prize Is—Retailer. Customers who ask a participating retailer what the targeted game’s Grand Prize is and the retailer does not know the grand prize amount, the customer shall receive a free ticket from the targeted game. The Lottery shall provide the participating retailer with a predetermined number of tickets from the targeted game according to the Promotion Profile.
  56. Retailer’s Second Chance Drawing—Retailer/Player. Retailers participating in the promotion shall ask all players to place their non-winning tickets in a Drawing Container at the retailer’s location. The retailer shall perform random drawings according to the Promotions Profile. The players selected in the drawing procedure shall win the merchandise prize designated on the point of purchase item at the store. The Lottery shall provide the participating retailer with a predetermined number of tickets from the targeted game or games or promotional merchandise items, such as t-shirts, ball caps and sipper cups, according to the Promotion Profile.
  57. Cross Promotion—Vendor. Players who present a predetermined number of non-winning tickets of the targeted game or games to a particular vendor shall win a merchandise or service prize or merchandise or service discount according to the Promotion Profile. For example, 5 non-winning POWERBALL tickets presented to Vendor A receives a 12 ounce name brand soft drink. Non-winning ticket presented to Vendor B receives \$1 off price of meal. Coupon on 12 packs of a name brand soft drink can be redeemed for one free POWERBALL ticket at Vendor A. 5 non-winning tickets receive a free game of bowling, goofy golf, 2 for 1 movie tickets, etc.
  58. Radio Promotion—Vendor. The caller to a radio station who answers a Lottery trivia question correctly or the Nth caller at a specific time may win a free ticket from the targeted game or games or promotional merchandise prize as described in the Promotion Profile. The Lottery may provide the participating radio station with a predetermined number of tickets from the targeted game or games or promotional merchandise items.
  59. Charitable Organization. The Lottery may provide a qualifying charitable organization with a predetermined number of the targeted game or games tickets or promotional merchandise to distribute to customers during their charitable event. The Lottery may approve the charity’s program in writing and complete a Promotion Profile.
  60. Public Contest—not related to specific Lottery game. The Lottery may conduct a contest not related to any specific Lottery game as defined in the Promotion Profile. Public contest may be for the purpose of obtaining desired public

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- comment prior to making promotional decisions by the Lottery.
61. Customer Service – Tickets. If a player is inconvenienced or is unhappy as a result of Lottery actions below the usual level of service the Lottery provides, the Lottery may provide the player with a predetermined number of tickets free according to the Promotions Profile.
  62. Customer Service – Ticket Coupon. If a player is inconvenienced or is unhappy as a result of Lottery actions below the usual level of service the Lottery provides, the Lottery may provide the player with a coupon to be redeemed for a predetermined number of tickets free with the purchase of the same game tickets according to the Promotions Profile.
  63. Customer Service – Merchandise. If a player is inconvenienced or is unhappy as a result of Lottery actions below the usual level of service the Lottery provides, the Lottery may provide the player with a merchandise prize according to the Promotions Profile.
  64. POWERBALL™ Doubler Promotion. A player who purchases a predetermined number of POWERBALL™ tickets for a single draw are eligible to double the amount of any cash Set Prize won in a drawing held during the promotional period. A qualifying play which wins one of the eight cash Set Prizes will receive double if, in a separate random drawing announced during the live POWERBALL™ drawing, the “Double Prize” chance is selected.
  65. POWERBALL™ – MUSL Promotions. The Lottery may participate in POWERBALL™ promotions adopted by the MUSL board.
    1. Second Chance Drawing – Player. The player shall submit, as entry into a second chance drawing, the required coupon, tickets or entry form as defined in the Promotion Profile. The player or players selected in the prize drawing procedure shall win the prize type designated in the Promotion Profile.
    2. Second Chance Drawing – Retailer. The retailer shall submit, as entry into a second chance drawing, the required coupon, tickets or entry form as defined in the Promotion Profile, or the Lottery may use information collected on its database as defined in the Promotion Profile to qualify the retailer. The retailer or retailers selected in the prize drawing procedure shall win the prize type designated in the Promotion Profile.
    3. Retailer’s Second Chance Drawing – Retailer/Player. Retailers participating in the promotion shall ask players to deposit the required coupon, tickets or entry form into a Drawing Container at the retailer’s location. The retailer shall perform random drawings according to the Promotion Profile. The players selected in the drawings shall win the prize type designated in the Promotion Profile. The Lottery shall provide the participating retailer with a predetermined number of prizes for the promotion.
    4. Increased Prize Payout. Players who win a particular prize denomination in the target game or games shall win an additional amount specified in the Promotion Profile. The Promotion Profile shall define any required level of participation to be eligible.
    5. Buy X and Get Y Free – Player. Each time a player buys a predetermined number of tickets from the targeted game or games, the player shall receive the prize type designated in the Promotion Profile. The Buy X requirement and the Get Y Free shall be specified in the Promotion Profile.
    6. Sell X and Get Y Free – Retailer. Each time a retailer sells a predetermined number of tickets from the targeted game or games, the retailer shall receive the prize type designated in the Promotion Profile. The Sell X requirement and the Get Y Free shall be specified in the Promotion Profile.
    7. Validate X and Get Y Free – Retailer. Each time a retailer validates a predetermined number or prize amount from the targeted game or games, the retailer shall receive the prize type designated in the Promotion Profile. The Validate X requirement and the Get Y Free shall be specified in the Promotion Profile.
    8. Buy X and Get Y Free, Every Nth Transaction – Player. Each time a player buys a predetermined number or type of ticket or tickets from the target game or games and that purchase is the Nth transaction produced by the on-line system, the player shall receive the prize type designated in the Promotion Profile. The Buy X requirement, the Get Y Free, and the Nth transaction shall be specified in the Promotion Profile.
    9. Sell X and Get Y Free, Every Nth Transaction – Retailer. Each time a retailer sells a predetermined number of tickets from the target game or games and that sale is the Nth transaction produced by the on-line system, the retailer shall receive the prize type designated in the Promotion Profile. The Sell X requirement, the Get Y Free, and the Nth transaction shall be specified in the Promotion Profile.
    10. Complete Survey. The player or retailer who completes a designated survey shall receive the prize type designated in the Promotions Profile.
    11. Special Events – Players. Players who attend a Lottery sponsored special event may participate in activities designed to promote Lottery products. Player participation may include spinning the Lottery prize wheel, various carnival type games of little or no skill, or purchase of tickets for targeted game or games. The prize type shall be designated and awarded according to the Promotion Profile.
    12. Retailer Incentive. The retailer shall become eligible to earn the designated prize type through participation as defined in the Promotion Profile.
    13. Cross Promotion. Players who present a predetermined number of non-winning tickets of the targeted game or games to a participating retailer or vendor shall win the prize type designated in the Promotion Profile.
    14. Media Promotion. Players who participate in media related promotions shall be eligible to receive the prize type des-

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igned in the Promotion Profile. The Lottery shall provide the participating media outlet with coupons or tickets from the targeted game or games or promotional merchandise items.

15. Customer Service. If a player is inconvenienced or dissatisfied as a result of Lottery actions below the usual level of service the Lottery provides, the Lottery may provide the player with the prize type designated in the Promotions Profile.
16. Mystery Shopper – Retailer. The Lottery shall send mystery shoppers or spotters to visit randomly selected retailers in the promotional area. Each retailer who meets the requirements specified in the Promotion Profile shall win the designated prize type.
17. Ask For The Sale – Retailer. Each retailer participating in the promotion shall ask all customers who are determined to be of legal gaming age if they want to purchase a Lottery ticket for the targeted game or games. If the retailer does not ask an eligible customer, the customer shall receive a free coupon or ticket from the designated game. The Lottery shall provide the participating retailer with a predetermined number of coupons or tickets from the targeted game or games according to the Promotion Profile.
18. Charitable Organization. The Lottery shall provide a qualifying charitable organization with a predetermined number of tickets, coupons, or promotional merchandise from a targeted game or games to distribute during their charitable event.
19. Public Contest – not related to specific Lottery game. The Lottery may conduct a contest not related to any specific Lottery game as defined in the Promotion Profile.
20. Multi-State Lottery (MUSL) Promotions. The Lottery may participate in a Multi-State Lottery game-related promotion adopted by the MUSL board.

**R19-3-1005. ~~Promotion Ticket Ownership and Payment for Promotion Winnings~~ Repealed**

- ~~A. Until a ticket is signed, the ticket is owned by its physical possessor.~~
- ~~B. When signed, the claimant whose signature appears on the ticket is entitled to the corresponding prize.~~
- ~~C. The Arizona Lottery shall only make payment to the claimant, less any authorized debt set off amounts, who is also the ticket holder.~~
- ~~D. All prize levels are specified in the Promotion Profile. Each play winning any prize entitles the winner to the prize or prize amount specified in the Promotion Profile.~~

**R19-3-1006. ~~Promotion Validation Requirements~~ Repealed**

- ~~A. Each promotion ticket shall be valid and validated prior to payment of a prize.~~
- ~~B. To be a valid promotion ticket and eligible to receive a prize, a ticket shall satisfy all the requirements established by 19 A.A.C. 3.~~

**R19-3-1007. ~~Procedure for Claiming Prizes and Claim Period~~**

- ~~A. To claim a promotion prize, a claimant may take the ticket to a participating retailer or a Lottery office, or mail the ticket to a Lottery office designated in the Promotion Profile for validation in accordance with 19 A.A.C. 3 must follow the procedure provided in the Promotion Profile.~~
- ~~B. In order for the claimant to receive payment, a winning promotion ticket shall be received by the Arizona Lottery or a retailer no later than the time specified in the Promotion Profile.~~
- ~~B. Promotion details are subject to the terms of the Promotion Profile which may modify or specify the ownership, authentication, validation procedures, or the time period for claiming a prize.~~
- ~~C. In the case of a drawing prize, the claimant must claim the prize no later than 5:00 p.m. (Phoenix time) on the final day designated by the Director and on file at the Arizona Lottery.~~

**R19-3-1008. ~~Disputes Concerning a Promotion Ticket or a Promotion Winner~~**

- ~~A. If a dispute between the Arizona Lottery and a claimant occurs concerning a promotion ticket or the winning of a promotion prize, the Director is authorized to replace the disputed ticket or promotion prize with a ticket or tickets promotion prize of equivalent value from any current promotion. The decision of the Director is a final, appealable agency action.~~
- ~~B. If a defective promotion ticket is obtained, the Arizona Lottery shall replace the defective ticket with a ticket of equivalent value from any current promotion. Upon claim verification and payment of a prize, the Lottery shall be discharged of all liability to the claimant.~~
- ~~C. The Arizona Lottery shall not be liable for paying the difference in a prize amount previously paid to a claimant and the actual amount that should be paid unless the claimant provides documentation establishing:
  1. The claimant was paid the lesser amount, and;
  2. The claimant is entitled to greater amount, according to the records on file at the Arizona Lottery and the criteria set forth in these rules and Lottery Commission Order authorizing promotion pursuant to A.R.S. § 5-504(C) or A.R.S. § 5-504(D).~~
- ~~C. By accepting a prize, the winner, his or her heirs, or legal representative agrees to indemnify and hold harmless, release, and discharge the Lottery, its employees, directors, and Commissioners from and against loss, claim, damage, suit, or injury arising out of or relating to the acceptance of the prize.~~