

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. 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 2. ADMINISTRATION

CHAPTER 12. OFFICE OF THE SECRETARY OF STATE

PREAMBLE

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|------------------------------------|---------------------------------|
| 1. <u>Sections Affected</u> | <u>Rulemaking Action</u> |
| Article 7 | New Article |
| R2-12-701 | New Section |
- 2. The specific authority for the rulemaking, including both the authorizing statute (general) and the statutes the rules are implementing (specific):**
Authorizing statute: A.R.S. § 19-124(D)
Implementing statutes: A.R.S. § 19-124(D)
- 3. The effective date of the rules:**
March 3, 2000
- 4. A list of all previous notices appearing in the Register addressing the final rule:**
Notice of Rulemaking Docket Opening: 5 A.A.R. 2297, September 3, 1999
Notice of Proposed Rulemaking: 5 A.A.R. 2974, September 3, 1999
- 5. The name and address of agency personnel with whom persons may communicate regarding the rulemaking:**
Name: Jessica Funkhouser, State Election Director
Address: Office of the Secretary of State, Elections Services
1700 West Washington, 7th Floor
Phoenix, AZ 85007
Telephone: (602) 542-6167
Fax: (602) 542-6172
- 6. An explanation of the rules, including the agency's reasons for initiating the rules:**
In accordance with A.R.S. § 19-124(D), a person filing a "pro" or "con" argument shall deposit with the Office of the Secretary of State, at the time of the filing, an amount of money prescribed by the Office of the Secretary of State for the purpose of offsetting a portion of the proportionate cost of the paper and printing of the argument in the ballot measures publicity pamphlet.
- 7. A reference to any study that the agency proposes to rely on in its evaluation of or justification for the rule and where the public may obtain or review the study, all data underlying each study, any analysis of the 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 fee for filing a "pro" or "con" argument for the publicity pamphlet, published by the Office of the Secretary of State, has been \$100.00 for over a decade. When the argument is filed on paper, staff members of the Office of the Secretary of State or temporary workers re-type the argument in the proper computer word processing program and then proofread the argument to ensure that it is reproduced exactly as it was submitted by the author.

A reduced fee of \$75.00 will be assessed for arguments submitted in a readable electronic format. This format will reduce the cost to small businesses, organizations, and consumers that wish to submit arguments for the pamphlet. The electronic format will reduce the time and effort put in to reproducing the argument that results in a reduction of cost.

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

Not applicable

11. A summary of the principal comments and the agency response to them:

The Secretary of State received no comments on this rule.

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. Incorporations by reference and their location in the rules:

Not applicable

14. Was this rule previously adopted in an emergency rule?

Not applicable

15. The full text of the rules follows:

TITLE 2. ADMINISTRATION

CHAPTER 12. OFFICE OF THE SECRETARY OF STATE

ARTICLE 7. BALLOT MEASURE PUBLICITY PAMPHLET ARGUMENT FEES

Section

R2-12-701. Ballot Measure Publicity Pamphlet Argument

ARTICLE 7. BALLOT MEASURE PUBLICITY PAMPHLET ARGUMENT FEES

R2-12-701. Ballot Measure Publicity Pamphlet Argument

The following fees have been established by the Office of the Secretary of State, for the purpose of offsetting the cost of printing "pro" and "con" arguments in the ballot measure publicity pamphlet as required by A.R.S. § 19-124(D).

1. Argument filed on paper only - \$100.00.
2. Argument filed on paper and electronic format (computer disk) - \$75.00.

NOTICE OF FINAL RULEMAKING

TITLE 19. ALCOHOL, HORSE AND DOG RACING, LOTTERY, AND GAMING

CHAPTER 3. ARIZONA STATE LOTTERY COMMISSION

PREAMBLE

1. Sections Affected:

Article 10
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

New Article
New Section
New Section

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

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

3. The effective date of the rules:

March 3, 2000

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

Notice of Rulemaking Docket Opening: 4 A.A.R. 3820, November 13, 1998

Notice of Proposed Rulemaking: 4 A.A.R. 3732, November 13, 1998

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

Name: Mr. Geoffrey Gonsher, Executive Director

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

Telephone: (602) 921-4400

Fax: (602) 921-4488

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

A.A.C. R19-3-1001 through R19-3-1008 set forth provisions unique to the conduct of the Arizona Lottery promotions to increase sales, public awareness of Lottery games and benefits, and retailer participation in Lottery programs. These rules explain the common components of Lottery promotions, how to participate in a promotion, promotion characteristics and restrictions, how to identify a winning promotion, the procedures required to claim promotional items and the claim period, validation requirements, promotion premiums, and disputes concerning a promotion.

7. A reference to any study that the agency proposes to rely on in its evaluation of or justification for the rule and where the public may obtain or review the study, all data underlying each study, any analysis of the 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:

A. The Arizona State Lottery.

Costs to the Agency for this Article are included in the agency's appropriated budget. They include the cost of cash or merchandise prizes, and administrative operating expenses associated with personnel, point-of-sale items, and related advertising.

B. Political Subdivisions.

Political subdivisions of this state are not directly affected by the Promotion rule.

C. Businesses Directly Affected by the Rulemaking.

Businesses affected by this rule are Lottery retailers who sell Lottery game products to the public. The only impact this rule has upon Lottery retailers is to specify how they determine if a player is a promotion winner, and if so, the premium amount. Currently, retailers receive \$.065 commission for each \$1 Lottery game transaction. An increase in sales as a result of Lottery promotions will boost the amount of commissions earned by retailers. Retailers may also earn an additional \$.005 per transaction for participation in the Retailer Incentive Programs.

D. Private and Public Employment.

Private and public employees are not directly affected by this rule.

E. Consumers and the Public.

There are no costs to the public associated with the implementation of this rule.

F. State Revenues.

This rulemaking will not have a significant impact on state revenues. More money may be transferred to the general fund because of an increase in sales as a result of Lottery promotions.

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

There were no substantive changes between the proposed rules and the final rules. Style, grammatical, and format changes recommended by the Office of the Attorney General were implemented to make these rules more concise and easier to understand.

11. A summary of the principal comments and the agency response to them:

No comments were received by the agency.

Arizona Administrative Register
Notices of Final Rulemaking

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. Incorporations by reference and their location in the rules:

None

14. Was this rule previously adopted in 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

Section

R19-3-1001. Definitions

R19-3-1002. Promotion Profile

R19-3-1003. Promotion Play Style

R19-3-1004. Determination of a Winning Promotion

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

R19-3-1006. Promotion Validation Requirements

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

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

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

CHAPTER 3: ARIZONA STATE LOTTERY COMMISSION

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. “Category” means player, consumer, retailer, vendor, or other person who participates in the promotion.
3. “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.
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.
5. “Promotion” means a program designed to increase awareness of the Lottery and Lottery games and to increase sale of lottery tickets to produce the maximum amount of net revenue for the state by offering an incentive to buy.
6. “Promotional merchandise” means Lottery related goods, consumer products, or services provided by the Lottery for use in a promotion.
7. “Promotional ticket” means a Arizona Lottery ticket from a current, active game provided by the Lottery for use in a promotion.
8. “Targeted game or targeted games” means the specific game or games a promotion is intended to increase sales or awareness of.
9. “Tickets” means 1 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.

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;
3. Play style - Promotion Type;
4. Category;
5. Targeted game or games or products involved in the Promotion;
6. Special feature, if any;

Arizona Administrative Register
Notices of Final Rulemaking

7. Retail sales price;
8. Promotion date range (beginning and ending promotion dates, term of the promotion);
9. Time range, if applicable;
10. Day or days of the week, if applicable;
11. Prize draw eligibility requirements, including filing period for eligibility in a winners drawing, if applicable;
12. Promotion selection criteria, if applicable.

R19-3-1003. Promotion Play Style - Promotion Type

A. The Play style for a specific promotion shall be fully described in the Promotion Profile and shall be 1 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.

Arizona Administrative Register
Notices of Final Rulemaking

- 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.
- 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.

B. More than 1 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

A. Eligibility to win a prize is based on compliance with the designated Play style 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.
- 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 Pro-

Arizona Administrative Register
Notices of Final Rulemaking

- file. 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.
 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 1 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 1 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 1 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.

Arizona Administrative Register
Notices of Final Rulemaking

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 1 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 1 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 target 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 1 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 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 1 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, iced 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.

Arizona Administrative Register
Notices of Final Rulemaking

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 procedure 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 1 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 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 1 of the 8 cash Set Prizes will receive double if, in a separate random drawing announced during the live POWERBALL™ drawing, the "Double Prize" chance is selected.

Arizona Administrative Register
Notices of Final Rulemaking

65. POWERBALL™ - MUSL Promotions. The Lottery may participate in POWERBALL™ promotions adopted by the MUSL board.

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

- 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

- 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.
- 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.
- 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 with a ticket or tickets of equivalent value from any current promotion.
- 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.
- 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 (D).