Join the Million Dollar Club

Presented by David McLaughlin,
Chief Sales Officer

How It Started

Recognizing Missouri Lottery retailers who met or exceeded **$1 million** in calendar year sales

MILLION DOLLAR CLUB
MISSOURI LOTTERY
2011

Year 1 - 2011

20

Retailers



2011 Highest Selling Retailer

Mr. T's Liquor Store – Cardwell, MO
Total Sales: $2,853,904
Contribution to Education: $753,430

How It Started



2013 Powers Award Recipient

"Retailer behavior, attitude and participation is critical for lotteries to grow sales and Mike has been instrumental in showcasing the positive side to lottery and the benefit that retailers can receive when they adopt lottery best practices."

- May Scheve Reardon,
former MO Lottery executive director



How It's Going

Celebrating with **more & more** high producing retailers each year

Record Year:

244

Retailers

*Record Year: 2023



2024 Highest Selling Retailer

Car-Macs – Holland, MO
Total Sales: $3,011,387
Contribution to Education: $716,122

Retailer Engagement & Appreciation





Retailer Engagement & Appreciation







Retailer Engagement & Appreciation









Retailer Engagement & Appreciation









What's in the Prize Box?











VISA
GIFT CARD

Team Effort







MILLION DOLLAR CLUB
MISSOURI LOTTERY

Customer Appreciation Events





EVENT HERE TODAY!

MILLION DOLLAR CLUB
MISSOURI LOTTERY

18+ Play | Responsibly

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MILLION DOLLAR CLUB
MISSOURI LOTTERY

COME HELP US CELEBRATE!

We are a member of the Missouri Lottery's Million Dollar Club. To celebrate this achievement, the Missouri Lottery will be hosting an Appreciation event here on

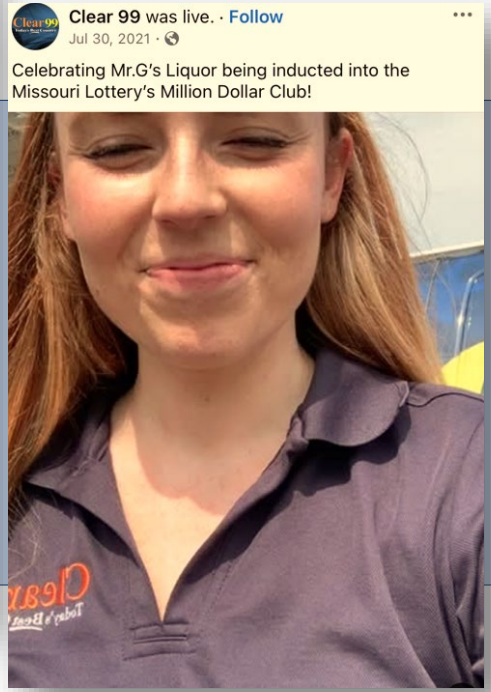
May 19, 2025
11:00 a.m. - 1:00 p.m.

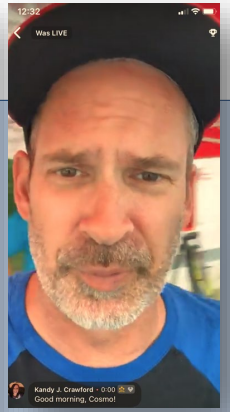
18+ Play | Responsibly

MOLottery

Customer Appreciation Events - Media









Player Engagement - Social







Keno Crown Club (KCC)

Recognizing social game retailers for meeting or exceeding
Club Keno sales of **$250,000** or more in a calendar year

Est. 2014

10

Retailers in 2024



2024 Highest Selling Club Keno Retailer

VFW Post 6274 – Ballwin, MO
Club Keno Sales: $458,186
Contribution to Education: $121,357

Pull-Tabs Platinum Club (PTPC)

Honors fraternal organizations for meeting or exceeding Pull-Tabs sales of **$250,000** or more in a calendar year

PLATINUM CLUB
PULL TABS
MISSOURI LOTTERY

Est. 2017

19

Retailers in 2024



2024 Highest Selling Pull-Tabs Retailer

VFW Post 3944 – St. Louis, MO
Pull-Tabs Sales (Net): $617,715
Contribution to Education: $277,107



Questions?



Thank You!

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