



New Hampshire's Newest Lottery Game

What is KENO 603?

- KENO 603 is rapid draw numbers game
- 20 winning numbers drawn by Random Number Generator (RNG), every 5 minutes from 11 am to 1 am
- Sales occur 24/7 (or whenever the business is open)
- This is a NH only game, unlike any other draw game offered by the NH Lottery

How to Play KENO

- Minimum play = \$1
- Select up to **12 spots** (numbers) **from a field of 80** on a play slip, or use Easy Pick to have the Lottery terminal select your numbers
- **20 winning numbers randomly chosen** for each drawing
- Winning numbers are displayed on the monitor
- Players win based on how many of the winning numbers they match to the ones randomly chosen
- Drawings held 7 days/week, every 5 minutes from 11 am – 1 am

Using the Playslip

- 1 Add KENO PLUS by marking the box – the ticket cost will double
- 2 Choose your spots – how many spots (numbers) per game to play (1-12)
- 3 Pick your numbers – mark as many spots as you chose to play in step 2 or mark EASY PICK and let the computer choose for you

KENO 603

1 TO ADD KENO PLUS, MARK BOX
Win up to 10 TIMES the prize!
By marking KENO PLUS, ticket cost will double **KENO PLUS**

2 HOW MANY SPOTS (NUMBERS) DO YOU WANT TO PLAY?
1 2 3 4 5 6 7 8 9
10 11 12 KENO PLUS not available for the 10, 11 or 12 spot games

3 PICK YOUR OWN SPOTS (NUMBERS) OR CHOOSE THE EASY PICK OPTION
EASY PICK
1 2 3 4 5 6 7 8 9 10
11 12 13 14 15 16 17 18 19 20
21 22 23 24 25 26 27 28 29 30
31 32 33 34 35 36 37 38 39 40
41 42 43 44 45 46 47 48 49 50
51 52 53 54 55 56 57 58 59 60
61 62 63 64 65 66 67 68 69 70
71 72 73 74 75 76 77 78 79 80

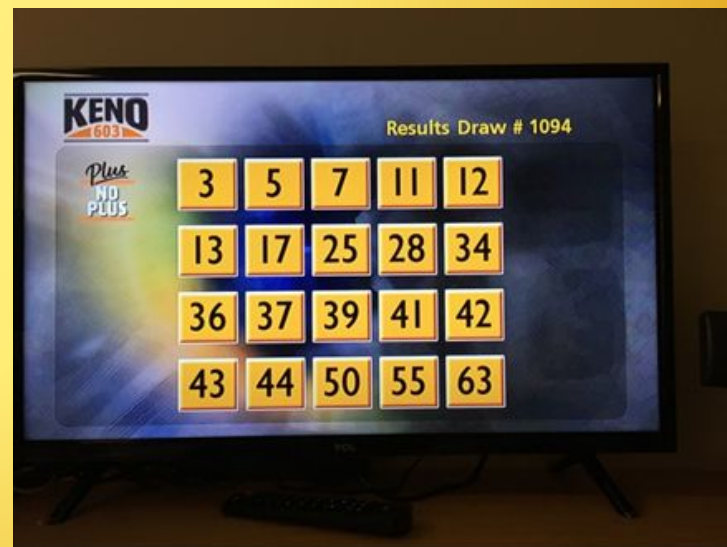
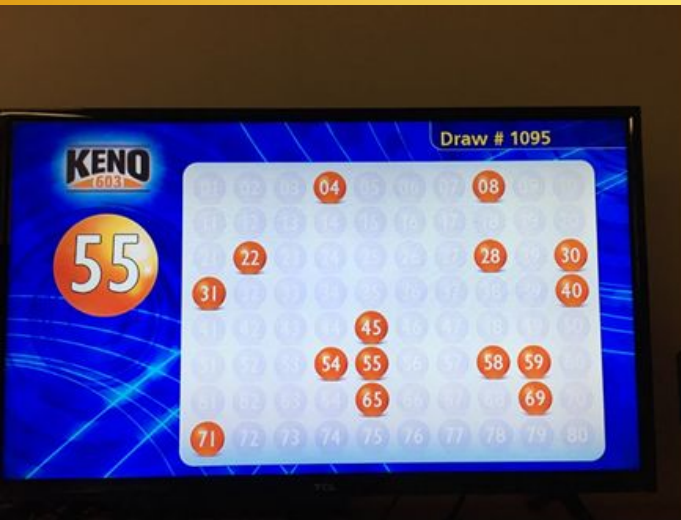
4 HOW MUCH DO YOU WANT TO WAGER PER DRAW?
\$ 1 2 3 4 5 10 15 20 25

5 HOW MANY CONSECUTIVE DRAWS YOU WANT TO PLAY?
NUMBER OF DRAWS X \$ PLAYED PER DRAW = TOTAL WAGER
1 2 3 4 5 10 15 20

NHL Lottery KENO 603 on sale from 11 AM to 11 PM
Drawings every 5 minutes
PLEASE SEE REVERSE FOR INSTRUCTIONS

- 4 Place your wager – how much you would like to play per draw (\$1 – \$5, \$10, \$15, \$20, \$25)
- 5 Consecutive Draws – Indicate how many games in a row you wish to play (multiply your wager x number of draws for total wager)

KENO 603 Machine & Draw Shows



Who Can Offer KENO 603

- Currently approved to be sold in “pouring establishments” that have an area apportioned to the distribution of alcoholic beverages when passed by local municipality
- Establishments holding a valid liquor license under RSA 178:20, II, RSA 178:20-a, RSA 178:21, II(a) or (b), or RSA 178:22
- Principal owner(s) subject to criminal background and credit check
- Final approval to sell KENO 603 is subject to NH laws and NH Lottery Commission rules and regulations
- \$500 annual licensing fee per retailer
- **Each city and town must pass KENO locally in order for establishments to sell.**

Advertising/Point-of-Sale

(Provided Free of Charge)

- TV
- Radio
- Online
- In-Retailer promotions & events

- Play slip caddies
- Signage
- Self-service terminal & equipment

Benefits for Retailers

- Establishments that sell KENO 603 in NH report an increase in food and beverage sales from **customers staying longer** to play Keno
- Average KENO commission per retailer in NH is currently **\$300** per week!
- Potential to earn **\$14,000** annually in sales commission for 4 square foot of retail space
- Increase foot traffic in establishment
- Increase sales and check average from additional winnings spent on food, beverages, and tips for staff
- Earn selling & cashing commission on some games
- Earn selling bonuses

Commission/Selling Bonus

- Establishments earn **8% commission** on every dollar sold for the KENO 603 game. That's the **highest commission** for Keno in the US!
- Earn a bonus for selling a KENO 603 prize of \$10,000 and greater equal to 1% of the prize capped at \$75,000.
- For other lottery products, retailers receive **5% commission on every dollar sold**, along with a **1% cashing bonus on scratch tickets, Fast Play, and Pick 3 and Pick 4** as well as a bonus of 1% on selling prizes of \$10,000 and greater (capped at \$75,000, not applicable for scratch tickets).
- Opportunity for **double bonus of an additional 5%** on the increase of sales on traditional lottery product, year over year.

Estimated Revenue Projections

Total Keno Sales (250 locations x \$175,000)	\$43,750,000
Licensee Commission (8%)	\$3,500,000
Amount to State (92%)	\$40,250,000
Less: Dept. of Health & Human Services (1%)	(\$402,500)
Less: Lottery Admin Costs (2%)	(\$875,000)
Less: Prize Payouts (70%)	<u>(\$30,625,000)</u>
<i>Net Education Trust Fund Revenue from Sales</i>	<i>\$8,347,500</i>
License Revenue (250 x \$500)	\$125,000
Net Revenue to Education Trust Fund	\$8,472,500

Funds for Kindergarten

- Department of Education calculates and distributes grant of \$1,100 per pupil (enrolled in approved program) to each eligible school district.
- See SB 191 Section 198:48-c for detailed information regarding process for grants and distribution.

Local Option Steps

1. Local legislative body must vote to place the question on the warrant for municipal election OR can be added via citizen petition of 25 registered voter signatures or 2% of registered voters.
2. Local legislative body holds public hearing on question 15 - 30 days before municipal election AND post notice in 2 public places & newspaper at least 7 days before hearing.
3. Wording of question: Shall we allow the operation of keno games within the town of _____?



Thank You!